USII1P - Strategic Innovation Management

Mis à jour le 17-11-2026

Code : USII1P

Unité spécifique de type cours

3 crédits

Responsabilité nationale :
EPN15 - Stratégies / Jean-Michel RAICOVITCH

Contact national :
EPN 15 Stratégies - IIM
2 rue conté
75003 Paris
01 40 27 26 36
Emmanuelle Rochefort
emmanuelle.rochefort@lecnam.net

Présentation

Prérequis

- Bachelor's Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Innovation Management

Objectifs pédagogiques

Innovation is everywhere. This magic word is spread on company websites, newspapers, and commercials, even on TV. It covers not only the private sector but it is now a common word for the public sector as well as for social or environmental sectors. Innovation is increasingly considered as a necessary condition for survival, growth and success.

However, what do we understand under this concept of innovation? Are we talking about new products or services, new processes, new organizational modes or new business models? Are we talking about change or value creation? Are we considering amelioration or radical changes? Do we know who's in charge of innovating, where do innovations come from? Do we know how to manage innovation to make it a strategic asset for your organization? Innovation is not simply a random process but rather a sequence of planned experimentation. Innovation is not a solo act but rather a collective and collaborative process. Organizations need to open their frontiers and develop collaboration with other organizations, suppliers, partners, consultants, R&D labs, but also with their customers and even with the crowd of potential users through the development of Internet platforms. But, do we know how, when and with whom to effectively collaborate in order to innovate better and faster? Do we know how to protect our knowledge and intellectual property at the same time as we develop collaboration?

This course aimed at bringing some answers to all these questions and more that might arise throughout this course.

The objective of the course is to assist you to develop an understanding of:

- • what innovation is and why it does matter
- • the different types of innovation and the concept of disruptive innovation
- • the process of managing innovation
- • the importance of an adequate leadership and organization of innovation
- • the sources of innovation and the need for a strategy to shape search for opportunities
- • the concept of innovative business models and their role for value creation
- • the internal and external dynamics of collaborative innovation

Compétences

Expected learning outcomes

a. To know the main processes and organizational models of innovation

b. To be aware of the need to open your company to external sources of knowledge and to develop collaborative approaches to better innovate

c. To know how to manage innovation, and especially how to capture and protect value through innovative business models.

Programme

Contenu

Understanding innovation:

- What is innovation and why does it matter?
- Nature and types of innovation
- Innovation Strategy

- Innovation as a Process

Managing Innovation:

- Dilemma of innovation
- Leadership & Innovative organization
- Sources of Innovation
- Exploiting Disruptive Innovation
- Search strategies o Open innovation o Strategic Alliances & Innovation Networks o Clusters of Innovation
- Exploiting Knowledge & IP
- Business Models and Capturing Value

Innovation Frontier:

- Collaborative Innovation: external & internal dynamics
- Social & Sustainable Innovation

Modalités de validation

- Contrôle continu
- Projet(s)