

# Business and Innovation



Crédits ECTS  
Echange  
4.0



Composante  
Institut  
universitaire  
de technologie  
(IUT2)



Période de  
l'année  
Printemps (janv.  
à avril/mai)

- > **Langue(s) d'enseignement:** Anglais
- > **Ouvert aux étudiants en échange:** Oui
- > **Crédits ECTS Echange:** 4.0

## Présentation

### Description

This course will explore how organisations can gain international competitive advantage through innovation by turning good ideas into commercial success.

Innovations may concern new products, services, processes and business models. Business and innovation will be studied by following the specific adventure of Grenoble area from the invention of electricity to the birth of nanotechnologies without forgetting the rise of information technology. The programme will mix innovation management theory and practice.

The visit of famous industries and research centres will give practical examples of famous innovative industries and research centres. (A. Reymond, CEA, Umanlab..)

## Infos pratiques

### Campus

- > Grenoble - Doyen Gosse