

Innovation Management and Strategic Management



Crédits ECTS
Exchange
4.0



Composante
Institut
universitaire
de technologie
(IUT2)



Période de
l'année
Automne (sept.
à dec./janv.)

Diplômes intégrant cet élément

- Diplôme d'Université Business administration

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

Présentation

Description

This course aims to provide students with an understanding of the importance of innovation management and strategic management.

It is designed for students who are interested in examining the innovation management used by start-ups and SMEs, offering them the chance to apply several analytical, decision-making and planning tools that can guide the development of innovation strategy in a business.

Case studies, hand-on practical exercises and oral presentations will take place in class in order to shift the participants perspective and develop their innovative thinking skills applied to their future jobs in the real business world.

Période : Semestre 1

Évaluation initiale / Session principale

Libellé	Nature de l'enseignement	Type d'évaluation	Nature de l'évaluation	Durée (en minutes)	Nombre d'épreuves	Coefficient de l'évaluation	Remarques
	UE	CT	Ecrit et/ou Oral			100%	

Infos pratiques

Campus

➤ Grenoble - Doyen Gosse