




5 credits

30.0 h

Q1

Teacher(s)	Sinigaglia Nadia ;
Language :	English
Place of the course	Mons
Main themes	<p>This course is organized in two parts. In a first part, the course focus on the following themes: generation of ideas methods, techniques of creativity for new products/services, new product/service development process, entrances strategies on the market, product design, testing of new concept, testing of new product, market tests, launch of a new product/service on a market, etc..</p> <p>The second part of this course is devoted to the completion of a project relative to one or several steps of the innovation management process (going from the generation of ideas to the launch of the product/service), in the field of B2B or B2C.</p>
Aims	<p>Given the "competencies referential" linked to the LSM Master 120 in Sciences de Gestion et in Ingéniorat de Gestion, this course mainly develops the following competencies:</p> <p>1</p> <ul style="list-style-type: none"> • Master knowledge • Apply a scientific approach • Work in team and show leadership <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	Ongoing evaluation
Teaching methods	Lectures Experts Coaching case study
Inline resources	Student corner
Bibliography	TROTT P. (2004), Innovation Management and New Product Development, 3rd ed., Prentice-Hall. URBAN G., HAUSER J. (2004), Design and Marketing of New Products, Pearson Custom Publishing
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		
Master [120] in Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Business Engineering	INGM2M	5		