







5.00 credits

30.0 h

Q1

Teacher(s)	Sinigaglia Nadia ;
Language :	English
Place of the course	Mons
Prerequisites	/
Main themes	<p>This course is organized in two parts. In a first part, the course focuses on the following themes: generation of ideas methods, techniques of creativity for new products/services, new product/service development process, market entry strategies, 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 related 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>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>Given the "competencies referential" linked to the LSM Master 120 in Management and in Business Engineering, this course mainly develops the following competencies:</p> <ol style="list-style-type: none"> 1. <ul style="list-style-type: none"> • 2. Knowledge and reasoning • 3. Scientific and systematic approach • 4. Innovation and entrepreneurship • 6. Teamwork and leadership • 7. Project management • 8. Communication and interpersonal skills
Evaluation methods	<p>On-going evaluation throughout the 6 weeks, with final hand-in, at the end of the 6-week period, of a final written report related to the group project completed by students (4 to 5 people per group). This written report will also be presented orally.</p> <p>The final grade obtained by the student is based on two elements:</p> <ul style="list-style-type: none"> - the ongoing evaluation of the process implemented to provide a solution to the marketing problem faced by the chosen company (50% of the final grade) - the final written report and the oral presentation in group (40% of the final grade), as well as the individual report completed by each student and related to the group project (10% of the final grade). <p>In case a student does not attend the BASF talk session, s/he will be penalized in his/her grade.</p> <p>In case of registration to the second exam session, the student will be asked to complete a written add-on report, on the basis of the same marketing problem, and to defend it orally during the official exam session (which will represent 50% of the final grade). The grade linked to the ongoing evaluation of the process (50% of the final grade) remains unchanged for all exam sessions of the current academic year and can not be improved.</p> <p><i>Note : In the group/team and individual work assigned in this course, information sources must systematically be cited, according to the academic references standards. In case the student has used a generative AI, s/he must systematically mention the parts of his/her work in which s/he used this tool, by adding a bottom page note indicating if the generative AI tool has been used and the purpose of this use (information search, text writing and/or text revising). The student remains responsible for the content of its production, independently of the references used. Thus, by submitting a team/group or individual work report for evaluation, the student asserts that: (i) it accurately reflects the phenomenon studied, and to do so, s/he must have verified the facts; (ii) s/he has respected all specific requirements of the work assigned to her/him, in particular requirements for transparency and documentation of the scientific approach implemented. If any of these assertions are not true, whether by intent or by negligence, the student has violated his/her commitment to truth with respect to the piece of knowledge produced in the context of his/her work, and possibly to other aspects of academic integrity, which constitutes academic misconduct and will be considered as such.</i></p>
Teaching methods	<p>Lectures</p> <p>Theoretical session and case study animated by managers from BASF (students' attendance is mandatory). The students get a "BASF certificate" at the end of the class.</p> <p>Case study coaching</p> <p>This course follows the 6-week system and implies student on-going work.</p>

Content	<p>This course is organized in two parts. In a first part, the course focuses on the following themes: new product/service development process, ideas generation methods, techniques of creativity for new products/services, testing of new concepts, product design, testing of new products, market tests, launch of a new product/service on a market, entry strategies on the market, etc.</p> <p>A long-term partnership with the BASF company (worldwide leader in Chemistry) provides the opportunity to translate these topics at the light of an international company evolving in the B2B sector.</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>
Inline resources	Moodle
Bibliography	<p>TROTT P. (2021), Innovation Management and New Product Development, 7th ed., Pearson.</p> <p>ULRICH K., EPPINGER S.D. and YANG M.C. (2020), Product Design and Development, 7th Edition, McGraw Hill Education.</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GESM2M	5		
Master [60] in Management	GESM2M1	5		
Master [120] in Business Management	GENT2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management (with work-linked-training)	GESA2M	5		