

Route “Management of innovation”

Février 2015

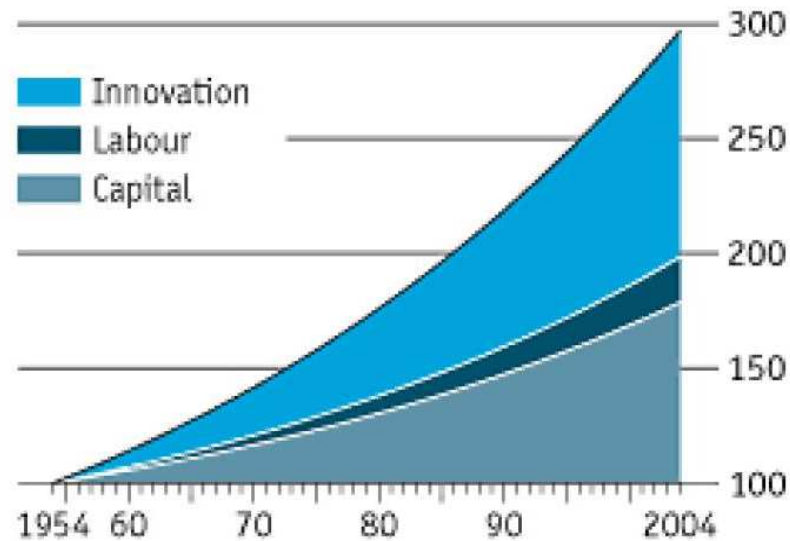
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DIFFICULTIES AND ROLE OF INNOVATION

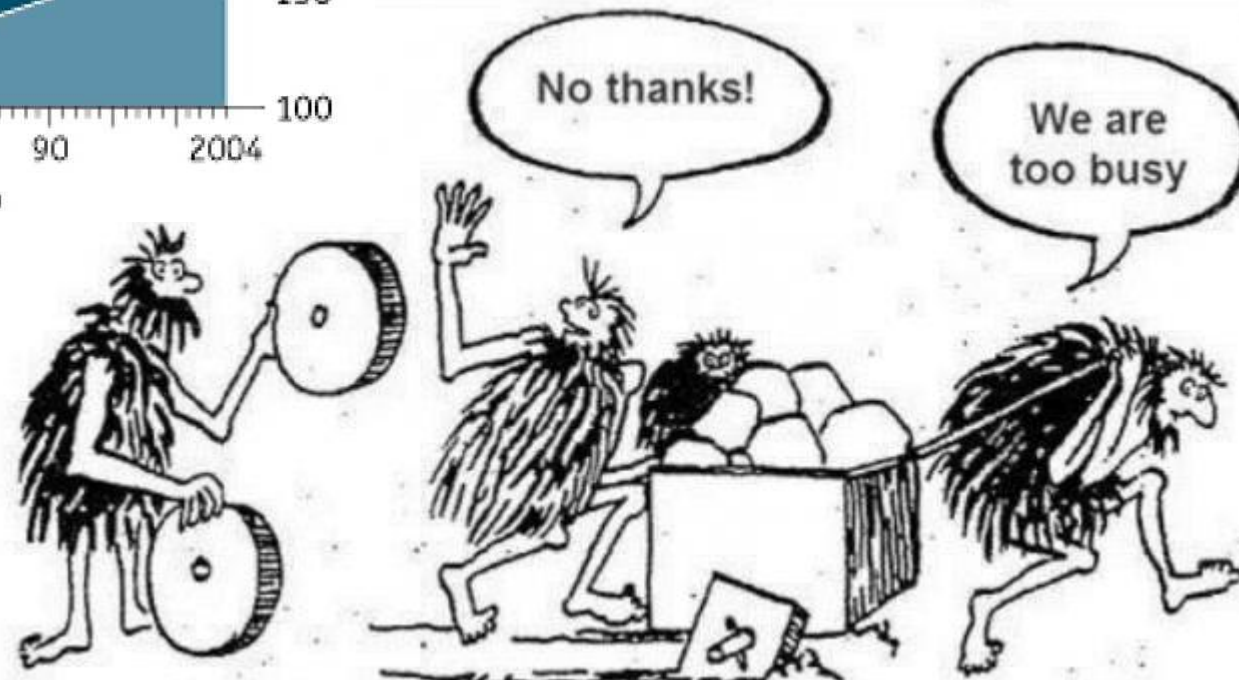
US productivity growth
Output per hour, 1954=100



Source: Boston Consulting Group

INNOVATION IS:

- THE MAIN SOURCE OF PERFORMANCE
- THE MAIN TASK FOR MANAGERS



Wage premium compared to non-innovative firms

Industries (NACE 2 digits)	For incremental innovators	For radical innovators
Manufacture of textiles	9%	16%
Manufacture of wearing apparel; dressing and dyeing of fur	-6%	24%
Tanning and dressing of leather; manufacture of luggage	21%	8%
Manufacture of wood and of products of wood and cork	14%	0%
Manufacture of pulp	7%	9%
Publishing	6%	-2%
Manufacture of chemicals and chemical products	-6%	7%
Manufacture of rubber and plastic products	1%	11%
Manufacture of other non-metallic mineral products	10%	18%
Manufacture of basic metals	10%	6%
Manufacture of fabricated metal products	1%	11%
Manufacture of machinery and equipment n.e.c.	1%	8%
Manufacture of office machinery and computers	31%	41%
Manufacture of electrical machinery and apparatus n.e.c.	8%	13%
Manufacture of radio	27%	41%
Manufacture of medical	13%	21%
Manufacture of motor vehicles	12%	16%
Manufacture of other transport equipment	-1%	23%
All industries	6%	15%

Computation by Lhuillery, Source : CIS2006 & EAE 2006

Job opportunities

- Innovation Project Manager
- innovation team leader
- Product Development Manager
- Offices responsible for strategic marketing,
- Office of research and technical development
- New business development officer
- Innovation marketing
- Change Manager
- Innovation Consultant
- Project manager in public or semi-public funding bodies
- Responsible for the technological watch
- Entrepreneur

Management of Innovation

- 7 modules (200hrs between ICN2 and 3)
 - Mostly in English
 - In partnership with Strasbourg University, Public Research Centre Henri Tudor, professionals
- Mixed pedagogical approaches
 - By academics
 - And professionals

ICN2 - Cours

Innovation
Project
Management
(30h)

Intellectual
Property
Rights (30h)

Monitoring
functional
aspects (30h)

ICN3

R&D Contract
Management
(30h)

Managing
innovation
regimes (30h)

Organising
Public and
Private R&D
(30h)

Financing
R&D and
Innovation
(20h)

Academics and professionals

- SCHOLARS:
- Rossella Sorio (ICN Business School)
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Questions?