

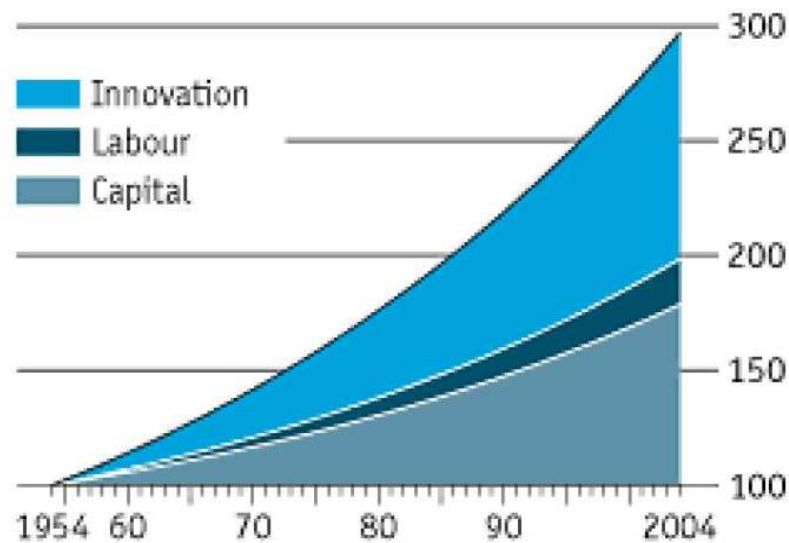


# MANAGEMENT OF INNOVATION



# Difficulties and roles of innovation

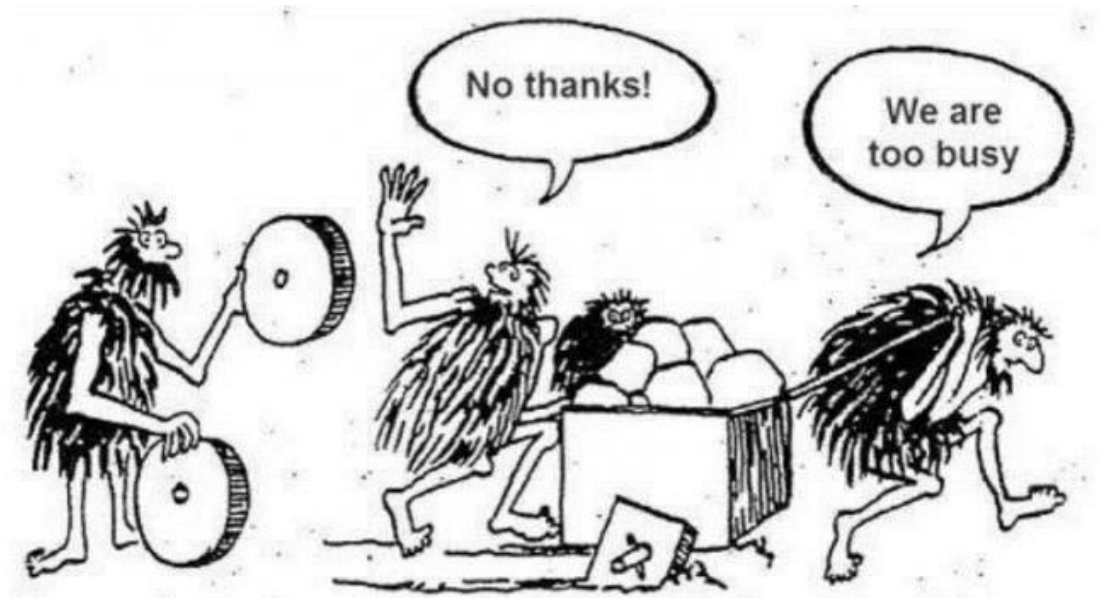
US productivity growth  
Output per hour, 1954=100



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%
<b>All industries</b>	<b>6%</b>	<b>15%</b>

## Job opportunities

- What you should like
  - Transversal perspectives
  - Change
  - Uncertainty
- Possible positions
  - Innovation project manager
  - Product development manager
  - New business development
  - Innovation consultant



## Organization

- 7 modules (200hrs between ICN2 and ICN3)
  - All in English, with some exceptions
  - In partnership with Strasbourg University, Luxembourg Institute of Science and Technology, and professionals
- Mixed pedagogical approaches
  - By academics
  - And professionals

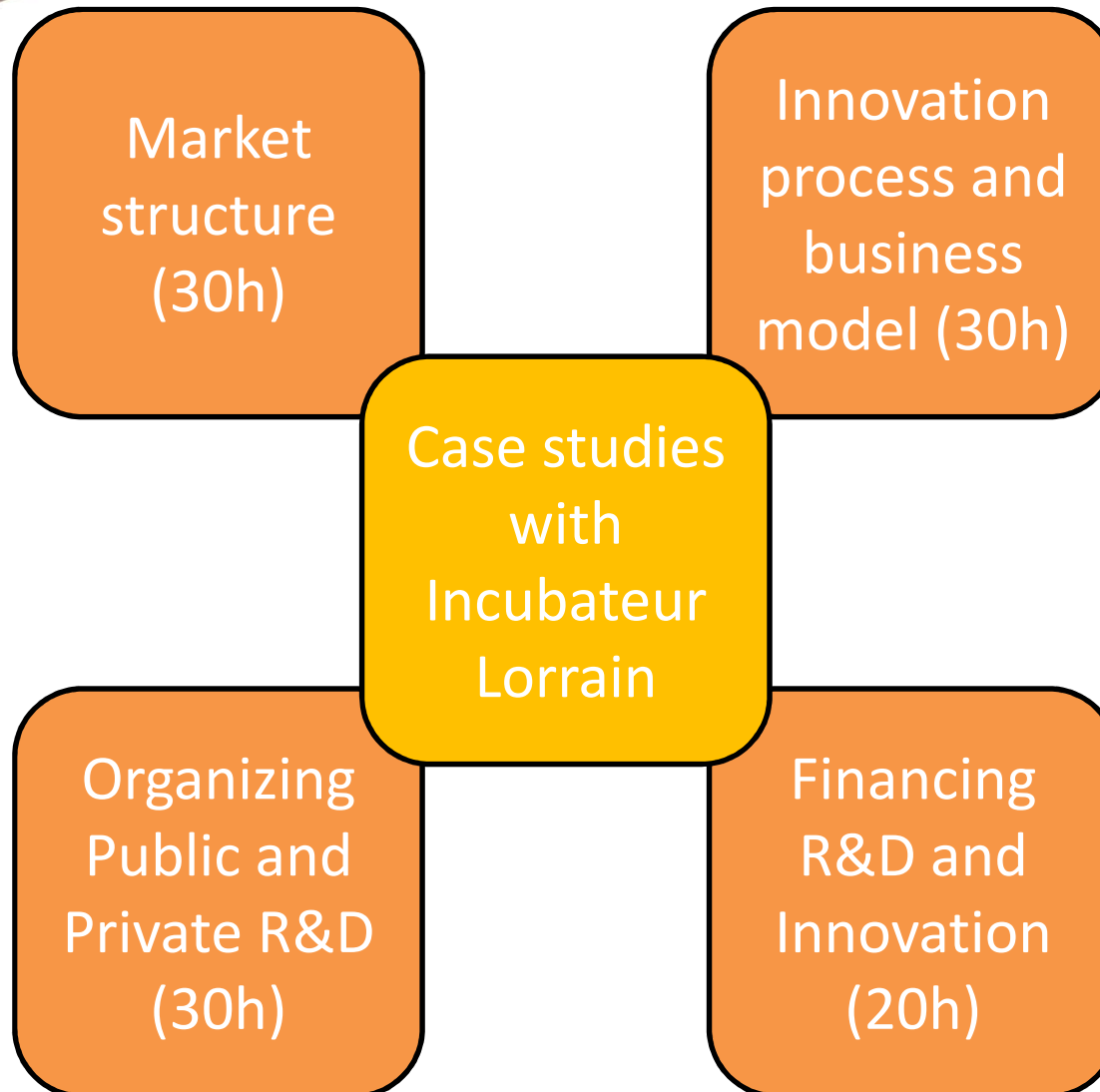
## Modules ICN2 – 2<sup>nd</sup> semester

Managing  
creativity and  
sustainability  
(30h)

Intellectual  
Property  
Rights (30h)

Innovation  
Project  
Management  
(30h)

## Modules ICN3 – 1<sup>st</sup> semester





## Academics and professionals

- Laurent Bach (Strasbourg University)
- Nicolas Battard (ICN Business School)
- Pierre-Jean Barlatier (Luxembourg Institute of Science and Technology)
- Caroline Delleniaut (Cabinet Bleger Rhein Poupon)
- Emmanuelle Fortune (INPI)
- Nuno Guimaraes da Costa (ICN Business School)
- Charlène Karsten (Cabinet Bleger Rhein Poupon)
- Kim Marlene Le (Strasbourg University)
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Questions?



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CREATIVE THINKING MAKES THE DIFFERENCE\*

\*La créativité fait la différence