

06240529 - Cas de synthèse Marketing et Vente complexe

Crédits ECTS	3
Volume horaire total	21
Volume horaire CM	21

Responsables

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Formations dont fait partie ce cours

Master 2 Marketing et Vente en Business to Business (BtoB)

Objectifs

Familiarize students, in a way that is theoretical, practical and fun, with the management of change and innovation in organizations related to the introduction of new technology.

Lead students through the creation of a scenario in which they themselves are the authors to imagine plausible contexts and how to behave.

TARGETED KNOWLEDGE

Change Management/Leadership - principles and insights

Innovation Process

Collaboration Process

TARGETED SKILLS

Planning for change

Implementing change

Supporting continuous improvement following change

Presenting a valid business case (in a B2B context) for marketing an innovative service/product (EIS)

Contenu

Presentation of the session by instructor and details on use of the EIS Simulation by students.

Exchanges on the simulation and intervention regarding the cycle of change in organizations and the effectiveness of a

strategy.

Definition, context and project schedule to be developed by students (in teams).

Bibliographie

BOOKS USED AS REFERENCE:

The Knowing-Doing Gap: How Smart Companies Turn Knowledge Into Action, Jeffrey Pfeffer and Robert I. Sutton, Harvard Business School Press, 2000.

The Tipping Point: How Little Things Can Make a Big Difference, Malcolm Gladwell, Little Brown, 2000.

ADDITIONAL READINGS :

Fair Process: Managing in the Knowledge Economy: <http://www.calt.insead.edu/paper/fair-process-2003.pdf>

Tipping Point Leadership: <http://www.calt.insead.edu/papers/tipping-point.pdf>

Case Study - Networked at Cisco: <http://ebusiness.mit.edu/education/cases/cisco/CiscoCase3.pdf>

Contrôles des connaissances

Final Exam

Comprehensive essay-based final examination.

Continuing Examination

Written Exam 3 hours

Nature of student work and proportion weight: Creating a scenario of change management software for e-learning.

Research-based PowerPoint presentations focused on the assigned case

Informations complémentaires

TEACHING METHODS

Support materials and tools specific to this course (e.g. Blogger; Pearltrees, Popplet).

Simulation "serious game" and user's manual to download on the intranet before the course.

PREREQUISITE

None other than following the blog (initial questions) and reviewing the ESI Simulation User's Guide.

ADDITIONAL READINGS:

Advanced Social Simulations: Innovating the way we learn how to manage change in organizations

- Learning-by-Playing: Bridging the Knowing-Doing Gap in Urban Communities

- Simulation Website: <http://www.calt.insead.edu/eis/>

Renseignements pratiques

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Stages et carrières

Stages, alternance, emploi : entreprises, déposez vos offres à destinations des étudiants et diplômés de l'iaelyon, consultez le calendrier des stages et la CVthèque.

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