

« MASTER'S DEGREE 1 » LEVEL

MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL
DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

***OPERATIONAL MANAGEMENT & INNOVATIVE PROCESSES SCALING UP
TOWARDS SMALL AND MEDIUM-SIZED ENTERPRISES & INDUSTRIES***

TEACHER:

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TEACHING OBJECTIVES:

To understand and comprehend the basics and development of clusters and business ecosystems.

PREREQUISITE:

Students are expected to master basics in project management, basics in management, and basics in organization theories.

PLAN:

<p>A. An introduction : (4h) <i>“ theoretical framework as a collection of interrelated concepts”</i> A.1 Cases and Variables A.2 Michael Porter / the 'Cluster' or 'Diamond' model A.3 James F Moore / the Business ecosystem A.4 Pierre Laffitte / the cross fertilization model</p>
<p>B. The innovation ecosystem (4h) <i>The ecosystem as a driver for economic growth : knowledge and competence represents a fruitful avenue for entrepreneurial initiative</i> B1.The Triple Helix model B2.Science & technology parks as nucleus of innovation ecosystems</p>
<p>C. The Clusters phenomenon (4h) C1.California's Silicon Valley. C2.London tech city / the silicon roundabout C3.The ecosystem metaphor</p>
<p>D. Cases (4h) D1.The Sophia Antipolis case D2. The Start Up ecosystem</p>

BIBLIOGRAPHIC ELEMENTS:

M. Porter, “Clusters and the New Economics of Competition”, Harvard Business Review, November–December 1998.

Robert M. Grant (1991), Porter's Competitive Advantage of Nations: An Assessment, *Strategic Management Journal*.

Maggioni, M., “Clustering Dynamics and the Location of High-Tech Firms”, University of Warwick, 1999; Physica-Verlag, 2002.

Jørn Bang Andersen in: Enabling Factors, Life Cycle Processes

SETTING UP, MANAGING AND EVALUATING EU SCIENCE AND TECHNOLOGY PARKS European Commission, Directorate-General for Regional and Urban policy REGIO DG Unit G1 - Competence Centre: Smart and Sustainable Growth.

James F Moore Business ecosystems and the view from the firm Antitrust Bulletin; Spring 2006; 51(1).

National Innovation Systems OECD ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT 1997.

What Makes A Startup Successful? Blackbox Report Aims To Map The Startup Genome Posted May 28, 2011 by Rip Empson.

The Ecosystem as a Multidimensional Concept: Meaning, Model, and Metaphor S. T. A. Pickett* and M. L. Cadenasso Institute of Ecosystem Studies, Box AB, Millbrook, New York.

Technology Innovation Ecosystem Benchmarking Study: Key findings from Phase 1By Ruth Graham January 2013.