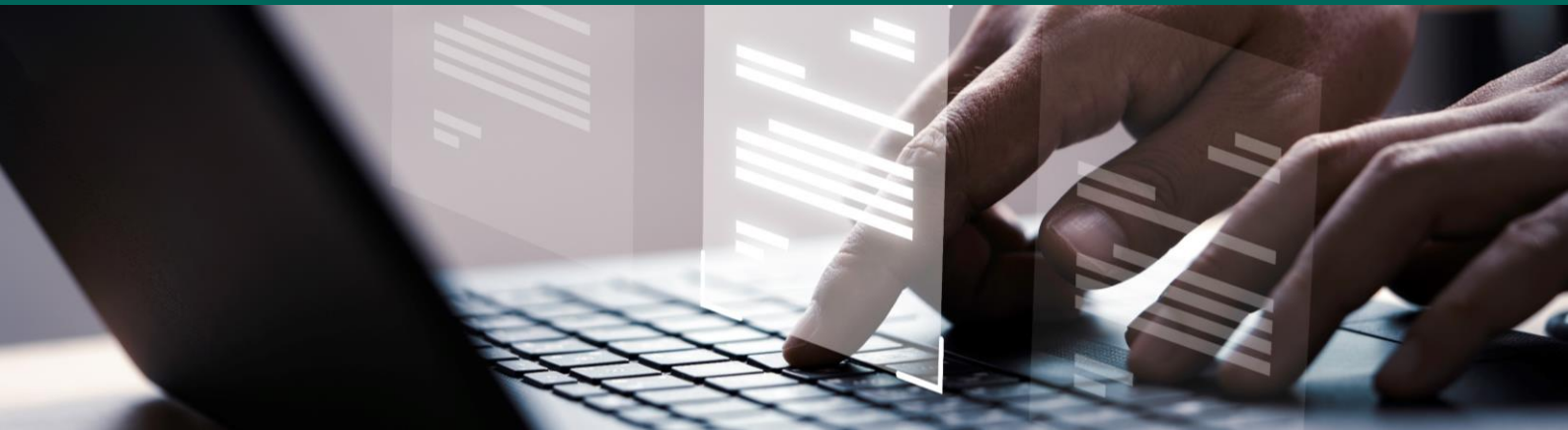# INNOVATION MANAGEMENT

WHEN
Spring 2025

CREDITS
3

FORMAT
Online Offline

EXTRA
MBA-course

LANGUAGE
English

Many companies perceive innovation as the most effective way to achieve business growth. Whether you are working in the product- or service-based sector, in B2B or B2C, in a high- or low-tech branch, this course will explain innovation tools and techniques that are proven and practical.

It introduces participants to the key elements of innovation management: developing innovation strategy; novel ways to generate ideas based on real customer needs; key elements of product and service design; business model innovation; processes to develop breakthrough innovations; and ways to create a culture of innovation.

The course will have a strong experiential element. That is, participants are expected to learn tools and techniques, discuss their applications, and then apply them in class and team exercises.

COURSE OBJECTIVES

To give delegates a solid, comprehensive, and critical understanding of the field of innovation management through unique material such as service innovation, portfolio management practical ways to assess and select innovation projects, processes to drive breakthrough innovation projects (projects involving radical ideas and technologies, for new markets and potentially with new business models); and ways to create a culture of innovation in any organization. Many of the tools and techniques that will be covered will be relevant to delegates' current organizational challenges and will give a deeper insight into the role of innovation today.

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COURSE OUTCOMES:

At the end of this course the students will:

- Have a clear overview of the key elements of managing innovation (using the Innovation Pentathlon Framework) and all relevant theories and concepts

- Appreciate the challenges connected with focusing on innovation to achieve business growth (in black-, grey- and white-space)

- Be able to select the right tools and approaches to manage innovation, including innovation in service-based organizations

- Identify innovation management concepts that can help students' business in the Ukrainian and international context

- Understand how design-thinking can help to develop deep customer insights and breakthrough value propositions

- Know the main challenges in cross-functional projects to implement new products and services

- Understand business models and business model innovation

- Understand how to create a culture of innovation in an organization.

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