INTRODUCTION

At EADA, we define Innovation as the profitable application of creativity. Innovation provides a strong competitive advantage and is one of the best ways to speed up the rate of change and adaptation to the global environment. For instance, various surveys by BCG, McKinsey, or Capgemini (Innovation Leadership Study - Managing innovation: An insider perspective, Capgemini.com) confirm that 3 out of 4 executives believe that innovation is extremely or very important to their companies’ growth strategy.

This elective course offer the opportunity to explore more in detail the in the practical application of concepts, frameworks, and analytical tools of innovation management.

AIMS

After completing this elective, the participants will be able to:
- Identify and evaluate critically the various steps of the process of innovation management in a wide diversity of industry
- Articulate a corporate blueprint for implementing innovation either within the firm or in the market
- Develop a capacity to measure and evaluate critically the outcome of innovative projects in order to ensure that companies’ best ideas achieve their full potential

METHODOLOGY

The main methodology is the teamwork and workshop. Some techniques will be introduced as practical methods and the participants will be always the principals actors in the process.

During the course, students will put into practice an innovation project going from Opportunity detection until Concept Development based on a real case received by a company.

EVALUATION

Participants will be evaluated according to the acquired knowledge on the subject and to their participation. Evaluation will be based on the quality of class participation for 40%, the groups' assignments for 20%, and the valuation of the final individual exam for 40%.
BIBLIOGRAPHY


