MANAGING INNOVATION

How can we build innovative businesses that live and breathe ‘outside the box’? What happens when the rules of the business game change? Are you ready to challenge the status quo?

SMO686 will provide you with an overview of how to successfully manage the innovation process in new & established companies. Drawing on participant’s experiences, and using case forums, engaging lectures and virtual simulations, this class will challenge your pioneer thinking and give you a toolbox to create a clear innovation strategy.

“We always eat elephants…”

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