

Course Title	INNOVATION STRATEGY
Course Code	MGT 415
Course Purpose and Objectives	This course is designed to improve students' skills in creating, integrating, and assessing an organization's innovation strategy. Participants will explore various approaches to formulating an innovation strategy, gain the ability to examine an organization's structure and capabilities, embed the innovation strategy within the organizational framework, and grasp the procedures for developing new products or services.
Learning Outcomes	<ol style="list-style-type: none"> 1. Formulate an innovation strategy that leverages the organization's capabilities and the attributes of its human capital. 2. Design a business innovation model to bolster the organization's objectives. 3. Establish business networks that encourage and support innovative practices. 4. Assess the societal effects of the organization's innovation strategy.
Course Content	<ul style="list-style-type: none"> • Innovation in business operations • Establishing an innovation-centric organization • Strategizing for innovation • Identifying innovation opportunities • Networking for innovation • Evaluating innovation potential • Developing new products and services • Leveraging open innovation and partnerships • Fostering entrepreneurship and venture creation • Realizing innovation's business value • Innovation for social impact • Learning and adapting from innovation experiences