



GISMA University (Potsdam)

Primer in Innovation Management

Study details

Course type: Short Course

Degree:

Study mode:

Duration: 5 (Hours) Month

Cost of study

Cost : 595 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Oct

Requirements

Eligibility Criteria

This course is open to working professionals from any industry or sector.

Accommodation

Additional information

Jumpstart Your Innovation Journey

This course provides a comprehensive introduction to the fundamental concepts of innovation management. Participants will gain a deep understanding of the importance of innovation within organisations, learning how to initiate and manage innovation effectively. The course will explore the various barriers that can impede innovation and provide strategies to overcome them. Additionally, it will delve into different innovation strategies, product development processes, and life cycle management, all within the context of successful innovation management.

Learning Outcomes

By the end of this course, participants will be able to:

1. Recognise different types of innovation and the corresponding methods required to analyse and manage them.
2. Identify, categorise, and assess opportunities arising from digital technologies.