I. LEARNING OUTCOMES AND GOALS

GOAL A: Understand, apply, and integrate theories relating to innovation strategy, leadership, organization, corporate culture, and implementation

Learning Outcomes: The student will:
A-1 Understand a wide range of theories and methods relating to generation and screening of new ideas, development and implementation of innovation, and organizational learning
A-2 Apply innovation theories and techniques to personal situations and case studies

GOAL B: Develop, articulate, and defend distinctive points of view grounded in the innovation literature

Learning Outcomes: The student will:
B-1 Evaluate innovation theories and make strong and distinctive arguments
B-2 Demonstrate critical thinking skills

GOAL C: Increase awareness and understanding of current drivers and opportunities for innovation

Learning Outcomes: The student will:
C-1 Recognize and analyze a wide range of innovation opportunities

GOAL D: Strengthen oral presentation and writing skills

Learning Outcomes: The student will:
D-1 Make presentations and write papers relating to scholarly articles and case studies

II. ATTRIBUTES OR RATIONALE

In this age of global competition, innovation is more important than ever. However, it is very difficult to be a successful innovator. First, it is necessary to have a good understanding of evolving needs and opportunities. There are a plethora of opportunities to consider, ranging from high performance technical arenas on one end to the needs of four billion poor people (the base of the pyramid) on the other. An innovator needs to evaluate current suppliers, possible future competitors (including possible disruptive innovators), and his or her strengths and weaknesses in developing an overall business strategy.
strategy involving new products, services, or business processes. Then it is necessary to
gain support and resources, implement the program, monitor success, and quickly make
changes if necessary. Throughout this process, there are a number of approaches and
techniques to consider, such as emergent strategy, collaboration, stage-gate process, and
knowledge management.