



Innovation strategy (CB-088) (INNOVATSIOONI STRATEEGIA)

SUBJECT DESCRIPTION

Credits (ECTS)	5.00 ECTS
Assessment	pass/fail
Aim of the subject and short description	
Aim of this course is to explain what an innovation strategy is, why it is important, how to build innovation into a strategy development process and how to design innovative strategies. The course is focused on exploring what market leading companies do and how they do it to be innovative and successful. Also fostering innovative strategies, eliminating obstacles and managing risks.	
Learning outcomes:	
Student: <ol style="list-style-type: none">1. Enhance the understanding of innovation as a phenomenon, business function and value creation activity;2. Comprehend better the innovation process, its role and management in an organisation;3. Relate and connect innovation strategically to other business functions;4. Improve the ability to design successful innovation strategies of an organisation, business cluster or industry;5. Augment the analysis skills of innovation processes and competitive strategies based on innovation.	

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