ENTP6390 - Business Model Innovation

ENTP 6390 Business Model Innovation (3 semester credit hours) Products and services are often tweaked, sometimes improved, but radical innovations often involve inventing a new way of doing business. Using the case method, students will immerse themselves in examples of such innovation, successful and unsuccessful alike. Through extensive reading, individual and team analysis, and class discussions, students will understand some of the challenges that innovators face and the approaches devised to overcome them. Prerequisite: ENTP 6370 or instructor consent required. (3-0) S (2016-02-05 17:55:14)