ENTP 6394 - Managing Innovation

Managing Innovation (3 semester credit hours) Executive Education Course. Achieving innovation is not something that a manager can simply decide to do. By nature, organizations impose constraints on innovative behavior and innovative thinking must permeate the organization. This course is organized around topics such as, a) the nature of individual creativity and organizational innovation, b) the key processes of entrepreneurial innovation, c) the barriers and constraints that resist innovation in most organizations, d) the role of design thinking in organizational innovation and, e) the organizational processes and leadership skills required to stimulate and sustain organizational innovation. (3-0) Y