

SUMMARY

Session number	Duration (hours)	Session name
10	3	Innovation Management
General objective		
<ul style="list-style-type: none">➤ An introduction to the concepts and definition of innovation➤ Incentive Policies of the EU and the regional administrations➤ A description of the Innovation Process➤ Exploitation of Innovation Results		

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Course organization (<i>mark with and X</i>)	
practical x	theoretical <input type="checkbox"/>
Course description / contents	
<ol style="list-style-type: none">1. Definitions, basic concepts2. Innovation as an enterprise strategic element3. Administration incentives4. Research and Development5. Innovation Strategy Management6. The innovation Process7. Managing systems of the innovation process8. Exploitation of the innovation results<ul style="list-style-type: none">- Innovation exploitation- Innovation commercialisation- Innovation protection	

Bibliography

National bibliography

International bibliograpy

Evaluation / qualification details

This stage of training is aimed at introducing the concepts, benefits and necessity of Innovation. The session will be divided into three stages.

- (1) The trainer will give a presentation on Innovation. The presentation will cover such issues as why it is important to Innovate, what Innovation is, approaches to idea generation and practical experiences. This stage will be interactive with plenty of opportunity for students and trainer to discuss issues as they arise.
- (2) Work Groups – At this stage students will be divided into 5 people groups. Each group will be asked to prepare a company profile and identify it’s innovation needs. Then Draw up an innovation process scheme of this company. Groups will also be asked to read a patent and analyse it’s structure and the information it gives. Throughout this session the trainer will interact with each group to listen to their ideas, offer advice and assistance.
- (3) The third stage will be a success story – a guest speaker will be invited to share their experience. How they believe their firm’s ability to innovate has been a vital factor in the success of their business.

The evaluation criteria for this session will include:

- Understanding of the topic of Innovation
- Knowledge of how to assess a company’s ability to innovate
- Accuracy of the company profile prepared – ensuring it covers such topics as Customer Focus, Leadership, Organisational Structure, Culture & HR management
- Assessing students ability to understand product-led innovation, how to follow through with and idea to launch and finally, to be aware of the issue of risk

Learning evaluation

This session should give students a clear understanding of Innovation. The combination of presentations together with work groups will give plenty of opportunity for learning, interaction and discussion. In order to evaluate the learning aspect we can consider the following:

- (1) The findings from the work groups – did the students clearly use the information presented to them?
- (2) Attitude change – does the student feel that their preconceived ideas about innovation has changed?

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Comments

Innovation is a comprehensive approach to doing business. As the course is aimed at students with limited business experience – this module is vital to ensure students understand the necessity to Innovate. I feel that the three separate stages within this module are necessary to ensure complete comprehension. The module will be an information session and true evaluation will take place during the workgroups – which should be as interactive with the trainer as possible to encourage innovative behaviour in students. The case study – which can be a short presentation towards the end of the three hours will reaffirm everything that the student has learned.

SUCCESS STORY		
Session number	Duration (hours)	Session name
10	.5	Innovation Management
Description		
<p>The success story should take maximum 30 minutes out of the 3 hours. This is a vital part of the module as it allows the students to sit back and listen to a speaker who is reaffirming everything they have just learned. A good speaker can motivate the students to utilise the information they obtained in their own businesses. Sometimes listening to a good success story for 15 minutes can give more inspiration than reading an entire text book. Generally 15 – 20 minutes should be enough for the speaker’s presentation – followed by 10 minutes for questions from students.</p>		
Indicate which kind of success stories are adequate		
<p>Success stories should be businesses that can attribute their success to their ability to Innovate. e.g. companies that may have adapted their businesses to cope with changing market trends and have been very successful in doing so.</p>		
Activity evaluation		
<p>Evaluation of the success story can be done in the form of evaluation forms filled in by students – where they will assess the speakers and content.</p>		
Comments		