

Ent 446: Corporate Innovation MANAGEMENT

This course will examine the essential institutional frameworks (innovation systems), concepts, methods and practices in the context of innovation management and the global economy. The focus of innovation management is to allow both small and large organizations to respond to an external or internal opportunity, and use its creative (intrapreneurial/entrepreneurial) efforts to introduce new ideas, processes, or products in order to gain and maintain a competitive advantage in the global business world. The course focus is on creating work environments in which entrepreneurial thinking and skills are used to recognize and exploit market opportunities.

3 Credits

Prerequisites

- [Mgmt 371: Principles of Management](#)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Ent 446

Subject Areas

- [Entrepreneurship/Entrepreneurial Studies](#)

