

Ent 446: Corporate Innovation

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

Related Areas

Small Business Administration/Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

