

BUSI 854 : Innovation & Entrepreneurship

This course empowers participants with the knowledge, skills and tools of innovation management and entrepreneurship to solve problems and create value. It starts from the premise that everyone is creative and innovation is necessary to create competitive advantage in a fast-paced and transforming marketplace. An 'idea' is nothing without a plan. Using this methodology, managers learn to combine creative ideas with market analysis and an implementation plan in order to successfully launch a business or a no-for profit organization.

Core Course