COURSE DETAIL

INTERNATIONAL COMPARISON IN INNOVATION
Country Japan
Host Institution Hitotsubashi University
Program(s) Hitotsubashi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 118
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL COMPARISON IN INNOVATION
UCEAP Transcript Title INTL INNOVATION
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

Why do potentially revolutionary products and services fail to become successful? How do companies take care (or not) of innovations developed by firms that they buy? What happens when companies try to introduce radical innovations in new countries? This course addresses these questions. Furthermore, this course provides a deep understanding of the different challenges that arise when a company has to convince a market to accept its innovations. This is even more important in foreign countries, where different sets of norms and unwritten rules may impact the success of innovations. Both through instructor-led lectures, case sessions and a joint project, the course studies the complex and often overlooked dynamics at the tail end of the innovation process that may make or break a product or service that is otherwise competitive.

Language(s) of Instruction
English

Host Institution Course Number

Host Institution Course Title
SPECIAL LECTURE (INTERNATIONAL COMPARISON IN INNOVATION A)

Host Institution Course Details
https://syllabus.cels.hit-u.ac.jp/hit_syllabus/2024/1A0201/1A0201_2BE45201_en_U...

Host Institution Campus
Hitotsubashi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Global Education Program

Course Last Reviewed

2023-2024

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