

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

INTERNATIONAL COMPARISON IN INNOVATION

Host Institution Campus

Hitotsubashi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Global Education Program

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