COURSE DETAIL

BUSINESS DEVELOPMENT AND INNOVATION
Country Denmark
Host Institution University of Copenhagen
Program(s) University of Copenhagen
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 136
UCEAP Course Suffix
UCEAP Official Title BUSINESS DEVELOPMENT AND INNOVATION
UCEAP Transcript Title BUSINESS DEVELOPMNT
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
The course has a managerial perspective and integrates an overview of general strategic management, organizational theory, innovation project management, and business model development and marketing. Participants acquire skills to: understand and analyze the business strategy, innovation strategy and organizational setting; design and manage an innovation process aimed at commercializing an invention through innovation and diffusion. The development of a business model is the main element of the commercialization process and students acquire skills to analyze business model elements, including: a) the competitive position of the company; b) connected activities; c) competitive and macro-environment forces; d) critical industry values drivers; e) capabilities and resources in the organization; f) market changes and sustainability issues; and g) production costs. Finally, participants are given the tools to identify central aspects of project implementation, including designing and organizing activities, leadership and management of people, and information and knowledge sharing. The purpose of the course is to provide participants an understanding of business development processes. The course introduces the strategic management process and its relation to innovation processes in the organization. The course focuses on business development in enterprises and organizations, including agribusiness and other natural resource-based enterprises and organizations. Students are provided with the competencies needed to lead and manage an innovation project in private firms, public organizations ,and NGOs. This includes designing the innovation process and leading multidisciplinary team work necessary for developing a business model.

Language(s) of Instruction
English

Host Institution Course Number
NIFK14032U

Host Institution Course Title
BUSINESS DEVELOPMENT AND INNOVATION

Host Institution Course Details

Host Institution Campus Science
Host Institution Faculty
Host Institution Degree
Host Institution Department Food and Resource Economics
Course Last Reviewed

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