

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 Campus

Science

Host Institution Faculty

Host Institution Degree

Host Institution Department

Food and Resource Economics

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