

COURSE DETAIL

MANAGING INNOVATION

Country

Canada

Host Institution

McGill University

Program(s)

McGill University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

152

UCEAP Course Suffix**UCEAP Official Title**

MANAGING INNOVATION

UCEAP Transcript Title

MANAGING INNOVATION

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines distinctive forms of innovation as an experimental process, a recombinant search process, human-centric process and data-driven process. It also explores innovation at different levels of analysis from the team level to the firm level, all the way to the regional and global levels. It also covers what managers need to better understand and manage innovative businesses successfully and strategically.

Language(s) of Instruction

English

Host Institution Course Number

MGPO 460

Host Institution Course Title

MANAGING INNOVATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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