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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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