

COURSE DETAIL

VALUE CREATION IN INNOVATION

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

112

UCEAP Course Suffix**UCEAP Official Title**

VALUE CREATION IN INNOVATION

UCEAP Transcript Title

VALUE CREATN INNOVA

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course focuses on the viability of innovative product ideas, one of the three domains that make up the desirability-feasibility-viability innovation framework. Through a series of lecture classes, workshops, case studies, industry talks, and a major group project, students learn several tools that help them to: (a) understand industry value chain and competitive strategies, (b) develop value propositions for their product ideas, (c) explore various business models, and (d) craft effective go-to-market approaches. Students with promising product ideas can pursue them for further development and prototyping in subsequent project courses.

Language(s) of Instruction

English

Host Institution Course Number

CDE2301

Host Institution Course Title

VALUE CREATION IN INNOVATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

College of Design & Engineering Dean's Office

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