

# 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 Course Details

<https://nusmods.com/courses/CDE2301/value-creation-in-innovation>

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

College of Design & Engineering Dean's Office

## Course Last Reviewed

2024-2025

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