

Managing Innovation

Innovation is often compared to lightning or flying sparks, spontaneous and uncontrollable. Although randomness and serendipity clearly play a role in innovation, and no single analytical tool can innovate in itself, the innovation process can be managed effectively through a set of scientific principles and analytical tools.

This course presents key scientific principles that underlie successful innovation and frameworks and methods for mastering innovation. Learners will discover how to manage and benefit from the process of innovation as they generate creative and innovative ideas to help their company. Participants will see how innovation creates stronger, more capable, and more profitable organizations.

A combination of expertise, the instructors' own collective experiences, and the science behind a process-based approach to innovation will provide both theoretical and practical insights into this opportunity to fundamentally change the way we work.

Developed in Partnership with

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Learners will:

- Understand the fundamental concepts of innovation
- Experience innovation tournaments as a useful tool for generating opportunities
- Learn to apply theory to a real organizational challenge
- Build an innovation tool kit to help them become a more effective innovator

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Course Outline

WEEK 1

Defining the Innovation Challenge

- The individual as an Innovator
- The Power of Tournaments
- Linking Innovation with Strategy
- Defining an Innovation Challenge

WEEK 2

Identifying Opportunities

- Filling the Innovation Pipeline
- Screening Opportunities: Round 1
- More Ideas Lead to Better Ideas
- The Power of Variance: Where No One Has Gone Before

WEEK 3

Understanding Needs

- Understanding Customer Needs
- Observing Customers
- Preparing to Pitch Your Ideas
- You Are the Judge

WEEK 4

Generating Solutions

- Generating Solution Concepts
- The Power (& Limitations) of Brainstorming Teams
- Getting Started with Round 3
- Judging Time

WEEK 5

Developing Opportunities

- Doing a Little Is Better Than Planning a Lot
- Experimentation & Iterative Problem Solving
- Getting Ready for the Grand Finale
- Showtime