

INNOVATION METHODS

Using the right method for innovation to break up entrenched structures. The innovation methods support developing new ideas for products or services in the right way.

Lernziele

You are able to analyze and evaluate the different fields of innovation. You understand how methods can be used to generate innovations for specific and functional customer requirements. Furthermore you know how to find lead users both digitally and analogously and know how to manage processes with lead users for companies.

Lehrinhalte

- Introduction: 4 fields of innovation
- Threedimensional searching (Derek Abell)
- Open Innovation (Henry Chesbrough)
- Lead User Method

Dauer	1 hour 15 minutes
Sprache	EN
Didaktisches Konzept	22 interactive learning contents 8 explanatory videos 25 audios 17 interactive learning success controls
Abschluss	Teilnahmebescheinigung
Kursgebühr	39 EUR

Kofinanziert vom Ministerium für Wirtschaft, Arbeit und Tourismus Baden-Württemberg

Kofinanziert von der Europäischen Union