



Strategic Management of Innovation



29 December 2024 - 9 January 2025



025 Kuala Lumpur (Malaysia)

# Strategic Management of Innovation

course code: M9289 From: 29 December 2024 - 9 January 2025 Venue: Kuala Lumpur (Malaysia) - Royale chulan hotel  
course Fees: 6750 Euro

## Program Content

1. Innovation in World Class Organizations
2. Understanding your Organization's Competencies
3. System to Track Trends in "Your" Technology
4. Processes for Innovation Management
  1. Creating Culture of Innovation
  2. Continual Improvement
  3. Research
  4. Competency Building
  5. New Process/Product Development (Improvement Identified to Customer)
5. Understanding Synergy
6. Analyzing Prospective and Existing Alliances and Partnerships for Synergy Creation
7. Outsourcing and Innovation - how not to loose the touch
8. Outsourcing Contractual Arrangements
9. Innovation Audit



