



Strategic Management of Innovation



20 April 2025 - 2025 Ma



Casablanca (Morocco)

Strategic Management of Innovation

course code: M9289 From: 20 April 2025 - 2025 May 1 Venue: Casablanca (Morocco) - course Fees: 3750 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

