

INNOVATION AND TECHNOLOGY MANAGEMENT

10-14th of June, 2024

Kaunas, Lithuania

THE AIM OF THE COURSE:

The main objective of the course is to introduce students to diverse viewpoints on technological innovation through an engaging learning approach, while also preparing them for future work opportunities.

This course teaches how to manage technology and innovation by looking at it as a key part of a company's success, combining what the company knows and who it works with. It covers why innovation is important and how to support and handle it, both inside and outside the company. The course looks at innovation in big companies but also talks about innovation by individuals, teams, and networks of companies.

Topics:

1. What is innovation and why is it important?
2. Technology, innovations, and a summary of the technological innovation process
3. Drive innovation forward: Innovating Products and Services
4. Make innovation work: Using resources wisely and planning for innovation
5. Open innovation and Networks for innovation
6. Innovation in Digital Transformation: Leveraging Technology for Change
7. Innovation Leadership: Guiding Teams to Foster Creativity
8. Emerging Technologies: Trends and Future Directions

By blending theoretical concepts from innovation theories with practical skills in technology management, this course prepares students to become visionary leaders adept at navigating the complexities of innovation within the tech landscape. It equips them with the knowledge to manage and drive technological innovation, ensuring they can lead organizations to achieve competitive advantage and success in a rapidly evolving digital world.

