

## Training Course “Managing Innovation and Change”

The goal of this course is to enhance participant understanding of the nature and the processes of innovative organizations, and what it takes to lead and manage them as a process of change. This course is geared towards developing a better understanding of the challenges, techniques, burdens, and successes associated with initiating and implementing major changes and innovation within organizations. Students will learn both the theory and practice underlying successful organizational change, thereby providing them with the understanding necessary to become effective change agents. The course considers innovation within an organisation, showing how innovation can be used to create and sustain a powerful competitive advantage. As important as the internal organisation is we also consider the importance of the external focus, particular the course examines the concept of innovation in the virtual world to understand its long term impact.

### OBJECTIVES:

The objectives of this course will focus on innovation and leading change or diffusion. The major objectives for the participants in this course are to:

1. Provide a knowledge base for understanding different types of organizational innovation.
2. Understand the organizational and extra-organizational forces that influence innovation success.
3. Develop an appreciation of the processes and challenges of innovation and change management as they apply to innovation effectiveness.

This course will also help students to analyse change agent ability and change contexts, to evaluate means of communicating change to employees and to create climates of creativity for organisational innovation and change.

### Activities/topics covered:

- Organization and change; the impact of innovation activities on changes in the company.
- Different models of change management; Adizes methodology - structured system for accelerating organizational change.
- Organization Transformation and Change Management
- Key concepts of innovation management: innovations, inventions, technology, entrepreneurship.
- Different types of innovation. Innovation and change. Innovation as a management process.
- Innovation and competitive advantage.
- Models of innovation process from idea to realization. Innovation Strategy.
- The National and competitive environment; companies position

### Number of participants:

20

### Methods:

The course will draw on various theoretical foundations and business cases to develop an understanding of innovation and change. The primary instructional method used in the course is case analysis, which is combined with lectures, exercises, and other pedagogical tools. The student will also be given opportunities to, individually and in groups, process and reflect over personal experiences and reactions.

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