



University of Pretoria Yearbook 2016

Innovation and design 844 (GID 844)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	5.00
Programmes	MBA Full-time MBA Modular MBA Part-time
Contact time	12 contact hours
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

This course is designed to provide insight into the role of Innovation and Design and an understanding of how this is achieved in practice. The course covers the types, drivers, challenges and strategies of innovation, open and closed innovation, the connection between innovation and customer value, strategy, strategic capability and execution, the theory of innovation science, the practice of Innovation in action, how to build an appropriate innovation portfolio, and the challenges of innovation within an existing operation.

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