

# MGNT 295 : Business Innovation

An investigation into current methodologies and practices using technological innovation to develop new businesses and modify existing organizations. An iterative approach to combining technical and human resources to provide customer value will be used to analyze potential business models.

**Credits** 3

**CIP Code**

52.1401

**Prerequisite Courses**

MGNT 302

LIBR 150

**Course Outcomes**

After successfully completing the course, the learner will be able to:

- Identify areas where circular economy principles can be applied in the context of the built environment
- Evidence a broad awareness of the impact of globalization on business operations,
- To understand the fundamentals, types, and categories of innovation
- Identify the variety of forms of creation through case studies
- different types of research associated with innovation and new development.
- Outline a business case for a new product concept including concept statement, technology evaluation, financials, risk assessment, and customer and organizational value components.