Learning Objectives

1. Creative Thinking and Analysis: Analyze, develop, and assess new products, services, and business models by thinking creatively and strategically. Understand current and future trends and the changing market conditions that influence innovation and entrepreneurship.

2. Professional Skills: Demonstrate key competencies in methods and practices associated with new venture creation and corporate innovation.

3. Communication Skills: Formulate and articulate ideas, and analyze and communicate new venture plans to key stakeholders in written, oral, digital and presentation formats.