

Innovation

**Discover effective
strategies to lead
innovation and fuel
business growth**



Master innovative research and leadership strategies for driving innovation

Develop a sharp understanding of how to effectively implement creative and innovative strategies through this Digital4Business Master's programme module.

By leveraging case studies and in-depth research, this module explores how to craft and execute innovative strategies that drive change at individual, team, and organisational levels, turning businesses into more dynamic and competitive forces.

Students will uncover why some strategies thrive while others face resistance. Going beyond measuring impact, this course provides actionable insights on learning from outcomes and sparking creativity to enhance processes and results.

Learning objectives

This module is designed to instill a profound grasp of the creative development process and the strategic use of innovative methods in various contexts. It equips learners to dissect, engage with, and summarise innovation practices and key strategies for implementation. By the end of this module, you will be able to:

Showcase a deep understanding of the creative development process and apply a range of innovative strategies across diverse contexts.

Analyse and investigate various case studies and innovation methods to grasp creative and cutting-edge practices.

Discern, critique, and apply techniques that cultivate creative environments at the individual, team, and organisational levels.

Demonstrate measurable impacts and returns on investment at both individual and organisational scales.

Create and explore strategies to translate creative ideas into tangible business outcomes.

Criteria — are you eligible?

- **Language proficiency:** Minimum C1 English proficiency, plus 2 years' work or education in an English-speaking environment. IELTS: 6.0; TOEFL PBT: 600; TOEFL CBT: 200; TOEFL iBT: 100
- **Education:** Relevant EQF Level 6 qualification required (eg STEM, economics). Without this you will have an interview and assessment to evaluate certifications, qualifications or professional experience.
**EQF levels explained*
- **Residency:** This EU-funded programme is open to all EU nationals with a passport or valid ID from one of the 27 EU countries.

Innovation

Innovation opens doors to new possibilities

Business leaders looking to foster growth while building agile, creative teams will gain the strategies and insights they need.

In today's fast-evolving global landscape, businesses must adapt and evolve constantly. This requires leadership with a deep understanding of innovation principles and how to implement them at individual, team, and organisational levels.

Immersive innovation powered by emerging technologies

This fully online module seamlessly integrates learning objectives with dynamic teaching. Innovative techniques like gamification, problem-based learning, and a flipped classroom format—where students review materials beforehand and use live class time for deeper exploration—ensure that student questions actively shape each session.

Students will participate in live lectures, independent study, and hands-on lab work. Cutting-edge technologies will be employed to enrich their learning experience, providing a firsthand understanding of digital innovation's transformative benefits.

Time commitment

- Classroom and demonstrations: 18 hours
- Practical work/tutorials: 12 hours
- Independent learning: 95 hours
- Total: 125 hours

Credit points

- 5 ECTS

Full course content

Subjects covered

Innovation is a 5 ECTS module delivered over 4 hours 10 minutes per week for 12 weeks. An indicative schedule of topics to be addressed each week is outlined below:

● **Fundamentals of Innovation I**

- Creativity and Innovation: Introduction to creativity and its role in innovation.
- Discussion on the creative process and techniques to foster creativity.
- Examples of how creativity has driven significant technological advancements

● **Fundamentals of Innovation II**

- Emotional Intelligence and Entrepreneurship: Definition and importance of emotional intelligence in entrepreneurship.
- The role of emotional intelligence in decision-making leadership.
- Practical exercises to develop emotional intelligence.

● **Innovation and Business Models I**

- Innovation Management in Business: Introduction to innovation management principles and its role in businesses.
- Identifying innovation drivers and their relationship with entrepreneurship.
- Case studies of companies that have successfully implemented innovative business models.

● **Innovation and Business Models II**

- Designing Innovative Business Models: Developing innovative business models for emerging technologies such as blockchain and 3D printing.
- Assessing the financial and strategic implications of new business models.
- Group exercises for creating and evaluating innovative business models.

● **Strategic Innovation and Entrepreneurial Leadership I**

- Data-Driven Innovation and Product Design: Using data analysis and product design to drive innovation in entrepreneurship.
- Practical examples of data-driven decision-making in business.
- Case studies showcasing successful entrepreneurial ventures based on data and design.

● **Strategic Innovation and Entrepreneurial Leadership II**

- Leading Collaborative Innovation Projects: Leading collaborative innovation projects and the role of entrepreneurial leadership.
- Effective team dynamics and communication in innovation.
- Learning from both successful and failed collaborative innovation projects.

● **Entrepreneurial Communication Strategies I**

- Effective Communication for Technology: Developing persuasive communication strategies for technology-based ventures.
- Using corporate storytelling and design thinking in technology-related communication.
- Practical exercises on creating impactful communication plans.

● **Entrepreneurial Communication Strategies II**

- Engaging Stakeholders through Corporate Stories: The power of corporate storytelling in engaging stakeholders.
- Examples of successful corporate story-driven communication.
- Group discussions on how to apply corporate stories to technology-driven ventures.

● **Solving Complex Problems I**

- Problem-Solving in Technology: Applying problem-solving concepts to technological challenges, including machine learning and robotics.
- Case studies demonstrating effective problem-solving strategies in the tech industry.
- Group exercises for hands-on problem-solving in technology.

● **Solving Complex Problems II**

- Leveraging Data Analysis and Simulations: Using data analysis and simulations to address complex technological problems.
- Practical application of data-driven decision-making in technology.
- Case studies on how data-driven solutions have driven innovation.

● **Between Innovation, Ethics, and Sustainability I**

- Ethical Innovation and Sustainability: Exploring the intersection of innovation, ethics, and sustainability in technologies like renewable energy and sustainable mobility.
- Identifying ethical and environmental challenges in technological solutions.
- Examples of innovations that promote ethical and sustainable practices.

● **Between Innovation, Ethics, and Sustainability II**

- Assessing Environmental and Social Impact: Methods for assessing the environmental and social impact of technologies.
- Practical exercises in evaluating the sustainability of tech-driven solutions.
- Case studies of technology initiatives that have positively impacted the environment and society.