Intrapreneurship: Developing New Products within Organizations

ENTRE/MKTG 579

We are operating in an incredibly dynamic market environment where the level of disruption and pace of change are exponentially increasing. While innovation is of strategic necessity, access to talent and skillset to drive innovation is a top obstacle for many companies.

This course is taught by an intrapreneur who has developed successful new products for large Fortune 500 companies in retail, consumer packaged goods, and technology. For students who aspire to a career leading innovation teams, developing new products and offerings, and launching innovation within larger companies and organizations. Intrapreneurship- Developing New Products Within Organizations is a 5-week elective that offers a holistic and real-world practical view of how innovation groups work within larger companies like Starbucks, Procter & Gamble, and Microsoft. You will get a good perspective on what it is really like to be an intrapreneur and how to prepare for a role in innovation.

Learning will be facilitated through hands-on opportunities to use design thinking and practice innovation skills in each class.

Innovation Process

You will learn:
- What are the stage gates to an innovation process?
- What is white space innovation and the fuzzy front end?
- Why are these steps critical and what is required in each stage of innovation?

Innovation Skills

You will learn:
- What is design thinking and how is it used in innovation?
- What are the top 4-5 skills required to enable innovative thinking?

Innovation Culture

You will learn:
- What are the key elements of a successful innovation culture? How do you increase the likelihood and frequency of success?
- What can leaders do to create the right infrastructure?

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