

Intrapreneurship: Developing New Products within Organizations

ENTRE/MKTG 579

All companies, whether small or large, are operating in a dynamic marketplace where the level of disruption and pace of change are exponentially increasing. As a result, every company needs to be good at innovation to survive. Yet most are ill equipped because they lack the necessary key elements: talent, process, governance, and culture.

Spring 2021
1st Half
Wednesday
6:00-9:30pm

Learning will be facilitated through
1) In and out of class opportunities to practice design thinking and innovation skills
2) Discussion and debate in class
3) Guest speakers who share their experiences working inside top corporations.

This course is taught by Professor Vivienne Long, a classically trained marketer and intrapreneur who has spent the past 20+ years developing and launching successful new B2C and B2B products for large Fortune 500 companies in retail, consumer packaged goods, and technology.

This course is for students who aspire to a business career leading innovation teams, developing new products and offerings, and launching innovation within larger companies and organizations. You will learn how to 1) apply design thinking to create breakthrough ideas, 2) recognize and avoid classic mistakes made during the innovation process, 3) advocate for the conditions that increase probability of getting innovation to market.

Intrapreneurship- Developing New Products Within Organizations is a 5-week elective that offers a holistic, practical, and real-world view of how innovation groups work within larger companies such as Starbucks, Clorox, and Microsoft. You will get a good perspective on what it is really like to be an intrapreneur and prepare for a role in innovation.

INNOVATION SKILLS

You will learn:
- key 5 innovation hard skills
- key innovation soft skills

INNOVATION PROCESS

You will learn:
-traditional product innovation process
-technology innovation process
-designing thinking process

INNOVATION STRUCTURE

You will learn:
-success criteria
-the role of stage gates
-optimal governance
-funding and resources