

Innovation Management I

Syllabus Number

MAN-307

Elective

2 credit

MITSUNAMI, Kohei

1. Course Description

The concept, 'Innovation', so called 'the engine for the development of companies and economy', is extremely important. In order to take a comprehensive, panoramic view of Innovation, in this course we discuss various kinds of innovation strategies around the world. During the first semester, we will focus on 'Intellectual Property Rights', 'Product Life Cycle Model', etc.