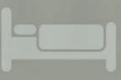




Trends, Innovation and New Business Models

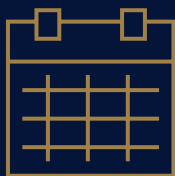


Hotel
★★★★★ 40m



Grocery Store
★★★★★ 30m

ONLINE COURSE



Length
5 weeks



Effort
8 hours / week



Language
Taught in English

Course Content

WEEK 1

Characteristics of innovations looks at the distinction between incremental and disruptive innovation as well as its advantages and disadvantages.

Sensing innovation opportunities explores the process of Identifying innovation ideas, analysing the environment and distinguishing innovation opportunities.

WEEK 2

Three archetypes of innovation reviews product innovation, service innovation and process innovation, and where they occur in the company lifecycle.

Between open and close innovation looks at the differences between traditional approach and collaborative approach to innovation.

Novel approaches to innovation deep dives into innovation techniques such as lean management and design thinking.

WEEK 3

What is a business model looks at the strategic relevance of a business model for the hospitality industry.

Business models in the hospitality industry identifies the main components of a business model and how to optimize the performance of a business model.

Business model innovation analyses and designs contemporary business models in hospitality and entrepreneurship companies around the world.

Evaluating the strategic potential of a business model discusses methodologies to assess the strategic potential of a business model.

WEEK 4

Process view of entrepreneurship looks at areas affecting innovation behavior: personality versus context.

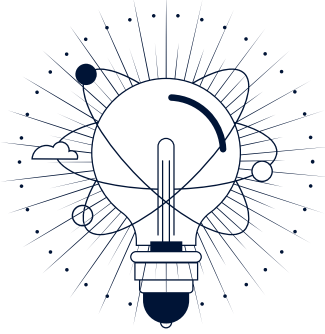
Thinking like an innovator explores cognitive heuristics and biases encountered when innovating.

Cognitive challenges when aiming for innovation covers decision heuristics and biases, and how these mechanisms can support good-decision making when faced with innovation opportunities.

Course Content

WEEK 5

Week five is dedicated to the final assessment. To successfully pass the assessment, a minimum of 60% of the total points available need to be obtained. The type of assessment may range from multiple choice quizzes (MCQ) to more open response evaluations, like a case study.



Learning objectives

1.

Generate, identify, and evaluate fads, trends, and business opportunities in the hospitality industry

2.

Assess the impact of innovation on extant business models in the hospitality industry

3.

Anticipate the impact and value of future business models in the hospitality industry

4.

Design and implement a new business model within an existing hospitality firm or as an entrepreneurial approach