



Certificate of Achievement

Mohamed Elwan

has completed the following course:

INNOVATION MANAGEMENT: WINNING IN THE AGE OF DISRUPTION
UNIVERSITY OF LEEDS

This CPD course prepared the learner to lead innovation initiatives by identifying the key challenges to innovation. It offered practical insights on how to drive innovation effectively within either an established organisation or a growing venture.

2 weeks, 4 hours per week



Krsto Pandza
Professor of Strategy & Innovation
University of Leeds



UNIVERSITY OF LEEDS

In association with



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds.



Mohamed Elwan

has completed the following course:

INNOVATION MANAGEMENT: WINNING IN THE AGE OF DISRUPTION UNIVERSITY OF LEEDS

96%
AVERAGE TEST
SCORE

This CPD course prepared the learner to lead innovation initiatives by identifying the key challenges to innovation. It offered practical insights on how to drive innovation effectively within either an established organisation or a growing venture.

STUDY REQUIREMENT

2 weeks, 4 hours per week

LEARNING OUTCOMES

- Explain different types of innovation and innovation dynamics.
- Identify strategic innovation challenges in organisations.
- Explore core innovation and the key enablers required for successful innovation in existing operations, business and markets.
- Develop managerial approaches to organise innovation processes.
- Explore the key capabilities which support successful innovation.
- Reflect on innovation responses in real case studies.

SYLLABUS

- Identify obstacles, sources and pitfalls that affect successful management of innovation.
- Differentiate between innovation in core business and transformative business opportunities.
- Discuss why management of innovation is important.
- Identify key enablers for managing innovation in core business.
- Evaluate actions required in own organisation(s) for improving management of innovation in core business.

- Describe the disruptive nature of innovation.
- Identify managerial approaches to respond to disruptive change.
- Define the concept of open innovation and the openness continuum.
- Identify the different approaches through which open and collaborative innovation occurs.
- Evaluate actions required in own organisation(s) for gaining value from open and collaborative innovation.
- Reflect on the core elements of design thinking (DT).
- Explore how design thinking can be used to foster innovation, with exposure to some tools and methods of design thinking.
- Explain sources of corporate knowledge and protectable intellectual property rights.
- Identify risks associated with knowledge leakage and IP infringement.
- Explore proactive and reactive strategies for the protection and enforcement of intellectual property rights.
- Analyse innovation capabilities at own organisation.

ACCREDITATION

This course has been certified by the CPD Certification Service as conforming to continuing professional development principles. By completing the course the learner has achieved 8 hours of CPD time.