



MBA

Innovation Management

Modules of the specialization:

Management

Strategic Management

Financial Management

Marketing and Public Relations

HR Management

Innovation Management

Methods and Techniques of
Innovation Management

Innovation Process Management

Optional Module (1)

Optional Module (2)

Innovation in this modern era has become a basic requirement for the success of any business. No business has a chance of success if it does not innovate and adapt to its rapidly changing surrounding conditions.

The aim of this training is to acquaint students with practical knowledge throughout the entire innovation process, from the initial search for incentives and the search for creative problem solutions, through to the selection and detailed implementation phases. Students will acquire the knowledge, practical skills and experience needed for designing innovation strategies, decision-making and management.

The MBA Innovation Management includes the following beyond the basic and optional modules: Innovation Management, Methods and Techniques of Innovation Management and Innovation Process Management.

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Master of Business Administration