



Institute for Management & Innovation
UNIVERSITY OF TORONTO
MISSISSAUGA

IMix Course Overview

Title: Innovation in the Real World

Length: 1.5 days

Rationale/purpose of the course:

- What does the course/module seek to achieve?
 - This course introduces leading edge frameworks for analyzing and implementing innovation in organizations. As innovation is constantly changing, this course looks at popular innovation theories and implementation methods to help companies, startups and individuals implement their own innovation strategies. We will intend innovation in broad sense: not only in technologies, but also in organization, strategies, and business models. Engage with material in a combination of lecture and workshop teaching methods that will not only help you develop value for your ideas, but learn how to sell your idea within an organization or market.
- Why is the course important?
 - Innovation is more than a buzz word; as today's corporations and societies face challenges, actionable innovation will drive change and lead tomorrow's business environment.
- Who should attend?
 - Professionals looking to create change in their organization or individuals looking to start something new. Participants should have the ability and responsibility to start new projects or ventures. Want to create immediate value for your organization? Send a team of 4-6 to work on your company's concept to advance your own innovation in the UofT learning environment.

Instructor: Sam Dumcum, Startup and Entrepreneurship Consultant, and UTM ICUBE Mentor

Issues/Topics to be covered:

- Four types of Innovation
- Why is innovation a buzz word? How do we make it a reality.
- How to implement an innovative mindset
- What drives value in innovation

Modes of instruction:

- Lecture sessions
- Workshops
- Case concepts
- Group project

*This course is a requirement for the Certificate in Strategy & Innovation