

Have you ever wanted to know more about innovation? Or are you struggling with implementing new ideas, setting the right priorities, ending, or even preventing to start wrong projects? Do you want to have more successful and profitable product launches?

If so, then this course is definitely the right choice for you. In this recognised innovation management course, theory, best practices, and learning experiences are combined to give you the basics and all the necessary overview to be more efficient in all aspects of innovation.

Experts will teach you the ins and outs. Proven modular teaching is combined with case studies and practical exercises. Mutual exchange between participants, trainers and experts will lead to a deeper understanding and development of competences. By completing this course, you become a part of the worldwide community of innovation management specialists.

AIMS

- Development, expansion and broadening of skills and competences in the field of innovation management based on a worldwide standard
- Become a specialist in innovation management and function as an expert in your company
- Preparation for the prestigious PDMA Product Development Professional certification

KEY QUESTIONS

- How to implement a well functioning innovation environment?
- How to master innovation management in day-to-day life?
- How to apply best practices in product / service development?

HOW TO GET THERE

Based on the standard curriculum of the PDMA (Product Development and Management Association), different core topics are being covered and extended with insights from state of the art practice and research:

1. Business and Innovation Strategy
2. Portfolio Management
3. Product / Service Development Process
4. Product Life Cycle
5. Culture, Organization and Teams
6. Tools and Metrics
7. Market Research

PARTICIPATE!

If you are a young or a quite versed professional with some experience in product / service management or product / service development, no matter if in a technical or a service-oriented environment, this course opens up new opportunities. We welcome engaged professionals from various fields of expertise, like Controlling, Research & Development, Marketing, Project Management, Process Planning or Sales.

REQUIREMENTS

- Any Bachelor's degree
- Affinity to innovation management / product or service development

CERTIFICATE

- Upon successful completion of the course, an official certificate of recognition is awarded by the Center for Advanced Studies at Duale Hochschule Baden-Württemberg.
- Optional: Take the official PDMA examination after the course in order to obtain the worldwide recognised designation as „Product Development Professional“. This certificate can be obtained by a regular examination in an accredited test center (Frankfurt a. M./Germany).

TRAINERS



Prof. Dr. Kai Holzweißig

is a Professor of Information Systems at Duale Hochschule Baden-Wuerttemberg Stuttgart. His research focuses on the development, analyses and optimisation of information systems for product development. Kai is a certified „Product Development Professional (PDP)“ and trainer by the Product Development and Management Association (PDMA).



Drs. Rogier van Duin

is the CEO of DUVARO Consultancy in the Netherlands. Rogier has over three decades of experience in research & development of products and services. He currently focuses on and teaches product and business development for companies and universities. Rogier is a certified „Product Development Professional (PDP)“ and trainer by the Product Development and Management Association (PDMA).