

Scheme of Work of the Course

This course provides the essential information SMEs need to apply Innovative Management skills in their company. The course consists of four units, each divided into sections and lasts 12 weeks. The individual learner's activities are supported by online tutors, interactive Chats and Forums as well as by Quizzes and additional resources.

UNIT 1: Innovation Management - Reflection, Curiosity, and Sensations

- Section 1: Introduction
- Section 2: Overview of Creativity and Innovation
- Section 3: Pestle & Swot Analysis
- Section 4: Planning for Innovation

UNIT 2: Innovation and Creativity - Ambiguity and Connections

- Section 1: Creativity tools
- Section 2: Vision, Mission, Objectives
- Section 3: Strategies for Growth

UNIT 3: Innovation and Leadership - Connections and Fitness

- Section 1: Leadership and Empowerment
- Section 2: Corporate Social Responsibility, Funding & Networking
- Section 3: Change Management

UNIT 4: Innovation Planning - Demonstration, and Art & Science

- Section 1: Planning for innovation (including Quality Management)
- Section 2: Innovative Companies (Case Studies)
- Section 3: Finalizing the Innovation Management Plan



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<http://www.mintproject.org/>

MINT....



...To support participants in training and in the acquisition and the application of knowledge, skills and qualifications in the field of Innovation Management to facilitate company's growth, personal development, employability and successful participation in the European Labor Market.



Education and Culture

Leonardo da Vinci

The project is realised with the support of the Lifelong Learning Programme of the European Union.

This brochure reflects the views of the project organisers, and the European Commission cannot be held responsible for any use which may be made of the information contained therein.

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Mint Training Programme

Innovation Management Course for SMEs: Learning Objectives

By completing this course, the participant will:

- Understand what makes companies creative and innovative
- Understand the importance of systematically planning for innovation
- Develop an innovative mindset and apply tools to unlock creativity and innovation within their business
- Draw on and apply best practice in SME Innovation Management from European and local scenes
- Identify business opportunities and maximize growth and profitability
- Contribute to a corporate culture which is conducive for innovation
- Understand the implications and opportunities from relating innovation and corporate social responsibility
- Explain the role of the leader for innovation planning
- Understand the relationship between Innovation Planning and Total Quality Management (TQM)
- Understand how to manage, communicate and implement change as a possible source for growth
- Develop innovation management plans for product, process or social innovations
- Implement all parts of an innovation management plan
- Applying appropriate control mechanisms to ensure sustainable innovation

Aims of Mint

- To adapt and improve the innovation management training package produced by a previous project
- To employ blended learning techniques by developing an online course supported by online instructors
- To pilot and promote the training package to SME owners, managers and trainers through workshops and conferences
- To assist participants in obtaining innovation management skills
- To foster an innovation culture among European businesses and generate discussion

Target Groups

This course is relevant to participants with a broad range of management skills and experience. Whether the participant is new to the field or is more experienced, she/he will benefit from taking the entire course from beginning to end. Specific target groups are:

- SME owners, managers and higher level personnel
- Sectoral and Industrial Professional Associations
- Trainers, designers and managers of training and education programmes



Comments of Participants

- “This is very innovative, we really feel we learnt something ”
- “This should be compulsory for every business person ”
- “Having fun while learning, really motivates us to learn ”
- “The online convenience will ensure I push myself further ”

For further information, please contact the coordinator or any of the partners, or visit the website at

<http://www.mintproject.org/>