

Nebraska Wesleyan University

Catalog 2016-2017

BUSAD 5430 Innovation

3 hours

Majors, Minors & Degrees:

Majors (Adult)

Organizational Leadership and Communication (B.S.)

Majors (Grad)

Business Administration (M.B.A.)

Certificates

Executive Leadership

Innovation and Social Entrepreneurship

Leadership Development

Non-Profit Leadership

Departments/Programs:

Business Administration (Graduate)

This course invites students to explore the mindset of creativity and innovation with the application of creativity and innovation into the organizational and the entrepreneurial process. We will explore a variety of ways for students to increase their creativity and innovation in their professional roles. We will study companies which are creative and innovative and we will study companies who failed to be innovative and creative.