Nebraska Wesleyan University

BUSAD 5430 Innovation

Catalog

2026-2027

Course Description

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.

Course Hours

3 hours

Departments

1. Business Administration (Graduate)