

# Fundamentals of Innovation

2 DAY COURSE

Centre for  
Software  
Engineering

DCU

## Introduction to Innovation

This first stage of the course sets the scene in understanding innovation in an enterprise, types of innovation, and the environment for successful innovation.

It profiles the innovative company. Through examples and discussion it gives insights to the benefits derived from innovation and the dynamics in achieving success with innovation.

## The Innovation Process

This second stage of the course describes the overall process view of innovation.

Three separate cycles of activity are represented. Arriving at an innovation concept with a significant validated economic value, converting the concept into an innovation, and exploiting the innovation to achieve economic value.

Associated frameworks that are used in the enterprise are described in the context of how they support greater understanding of value and positioning of innovation.

**This training course is run as part of  
The Irish Innovation Network**

## Who should attend?

This event is designed for those who have a key influence and roles of responsibility for innovation, both business and technical.

## Topics

- Defining innovation
- Forms of innovation
- Examples of innovation and lessons learnt
- The business case for innovation
- How a company is transformed with the introduction and evolution of innovation

- History of innovation, 'waves of innovation', relevance to business operations
- Extremes of innovation from incremental to radical
- The innovation life cycle
- Initiation of innovation
- The balance of value and risk
- The ideation process
- The innovation project
- Supporting activities such as market research and technology transfer
- The exploitation process, planning and execution

## Presenter

Michael O'Duffy is an experienced innovation practitioner, trainer, and assessor. He has presented training courses, seminars and conference papers on many aspects of innovation. He has developed a maturity model and an assessment questionnaire on innovation capability. He is active in a number of groups that focus on the furtherance of professionalism and governance on innovation.

## Registration

To register, email [events@cse.dcu.ie](mailto:events@cse.dcu.ie) with course title and date, attendee name, organisation name, contact name and phone number.

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