

**WILMINGTON UNIVERSITY**  
**COLLEGE OF BUSINESS**  
**BASIC COURSE INFORMATION**

**COURSE TITLE:**           **Managing Innovation and Change**

**COURSE NUMBER:**       **LDR 7100**

**COURSE DESCRIPTION:**

In this course, students will apply innovation theories to their organizations and to cases. They will strategically develop integrated business models and offerings that can't be easily imitated by competitors. They will develop plans to pilot test or prototype these innovative approaches and will think about how to manage possible implementation problems. Stu

**GOAL C:**

Increase awareness and understanding of current drivers and opportunities for innovation.

**Learning Objectives:** The student will:

C-1 Recognize and analyze a wide range of innovation opportunities