

# IEN515 : Creativity and Innovation

Students in the Creativity and Innovation Course will review relevant theories and identify opportunities for customer-centric new ventures and a process for talking to potential customers and stakeholders. This will provide a framework for understanding and applying theoretical principles based on academic and practical research, while exploring the relationship between innovation and economic growth. Students will develop an understanding of the process through which innovation benefits from academic and applied research.

**Credits** 3

**Course Length** 4 weeks