

INNOCASE

PROJECT FOR THE DEVELOPMENT OF AN INNOVATION MANAGEMENT TRAINING PROGRAMME BASED ON CASE STUDIES

A training programme developed by considering the needs and expectations of the SME and based on real life case studies from practices in the working life across Turkey, Germany and Austria.

Contents of the Innovation Management Training:

- Types and Characteristics of Innovation
- How to define innovation needs for solving operational problems?
- How to determine innovation needs for solving operational problems?
- Tools for Developing Innovative Solutions
- Assessment of Innovative Solutions
- Innovative Production Processes
- How to protect innovation and intangible assets?
- Financial Innovation
- Marketing Innovation
- Contracts of Human Resources Management Encouraging Innovation
- Types of Innovation Communication Networks
- Competition between Cultures and Foreign Languages in Innovation

*** A two-day intensive innovation management pilot training will be held in Leoben, Austria and in Rostock, Germany, in July and September 2015 in the given order, with contributions from the project partners.

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Aegean Exporters' Associations, R&D, Project and Training Department Atatürk Cad. No:382 35220 Alsancak-İZMİR
Tel: 0 232 488 61 35- 61 07 Faks: 0 232 488 61 81 E-mail: arge@egebirlik.org.tr

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