INMA CURRICULAR ITINERARY OF THE "INNOVATION MANAGER" PROFILE

INNOVATION MANAGEMENT AGENTS

EACEA
Education, Audiovisual & Culture Executive Agency

Education and Culture DG
Lifelong Learning Programme

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INNOVATION MANAGEMENT AGENT (INMA) 2010-1-ES1-LE005-21047

INMA THEMATIC AREAS

1.Strategic Management	2. People Management	3. Knowledge Management	4 CorporateSocial Responcibility

5. New Technologies

STRATEGIC MANAGEMENT AREA: 1 MODULE	
Module 1	
THE PROBLEM GENESIS	▪ Global challenges in the economy ▪ The 2020 Strategy and its implications for innovation ▪ Innovative challenges for the SME sector
THE CONCEPT OF INOVATION AND INNOVATIVENESS IN THE MODERN WORLD	▪ Definition ▪ Source of innovation origin ▪ Imperative of the innovation strategic management ▪ Types of innovation strategies
INNOVATIVENESS OF ENTERPRISES	▪ Competition and Competitiveness in the light of innovation ▪ Sources of innovation in the enterprise ▪ Areas of innovation in the enterprise
INNOVATION AND THE STRATEGIC MANAGEMENT PROCESS	▪ Strategic management as a decision- making tool in a company ▪ Innovations as an element of strategic management ▪ Innovation strategic management stages ▪ Strategic diagnosis of the innovation potential ▪ Types of innovation management strategies in the enterprise ▪ Criteria for selecting innovative strategies in the enterprise ▪ Implementation of the strategy ▪ Resources in innovation management

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PEOPLE MANAGEMENT AREA: 2 MODULES	
Module1	
HUMAN RESOURCE MANAGEMENT	▪ Introduction to human resources ▪ People management ▪ Development of the working life in the organization
MOTIVATION AND LEADERSHIP	▪ Leadership ▪ Empowerment
CHANGE MANAGEMENT	▪ Conditions for change management and innovation ▪ Change development in the organization
Module 2	
WHAT ARE LEARNING ORGANIZATIONS?	▪ Learning organizations ▪ Different cultures in an organization
A PRACTICAL VIEW ON LEARNING ORGANIZATIONS FOR SME	▪ The quality perspective ▪ A practical theory of learning organizations

KNOWLEDGE MANAGEMENT AREA: 1 MODULE	
Module 1	
WHAT DOES KNOWLEDGE MANAGEMENT MEAN?	▪ Knowledge Management definition ▪ Why is necessary Knowledge Management?
HOW TO DEVELOP KNOWLEDGE MANAGEMENT	▪ How to approach Knowledge Management ▪ Methodologies for Knowledge Management implementation ▪ Knowledge Management future

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CORPORATE SOCIAL RESPONSIBILITY AREA: 1 MODULE	
Module 1	
FUNDAMENTALS OF CORPORATE SOCIAL RESPONSIBILITY	▪ New social, economic, and environmental climate ▪ Background and origin of corporate social responsibility
WHAT IS CORPORATE SOCIAL RESPONSIBILITY?	▪ Concept of corporate social responsibility ▪ Dimensions and aspects of CSR ▪ To whom is the company responsible? ▪ Why is it of interest to be socially responsible?
CSR IN THE STRATEGY AND MANAGEMENT OF THE COMPANY	▪ CSR in corporate strategy ▪ Main guidelines and management tools of corporate social responsibility

NEW TECHNOLOGIES AREA: 4 MODULES	
Module 1	
WHAT IS INFORMATION AND COMMUNICATIONS TECHNOLOGY	▪ ICT (Information & Communications Technology) ▪ Internet and its use in the enterprises ▪ Basic services based on interne ▪ Advanced services based on internet ▪ Office automation
Module 2	
DEPARTMENTAL TOOLS – ECOMMERCE – INTERNET AS A MARKETING TOOL	▪ Departamental tools ▪ e-commerce ▪ Internet as a marketing tool
Module 3	
FROM DATA TO KNOWLEDGE IN THE ENTERPRISE	▪ What is the difference between Data and Information? ▪ What information does a business need? ▪ Sources of data and information ▪ Types of information system ▪ Methods of data collection and storage ▪ Computer data processing

	▪ Document management ▪ Customer Service ▪ Help desk
Module 4	
ICT A TOOL TO IMPLEMENT AND DRIVE CORPORATE SOCIAL RESPONSIBILITY	▪ What corporate social responsibility is ▪ Reasons for adoption activities on CSR ▪ The attainment of CSR through ICT ▪ Why Social Media is vital to Corporate Social Responsibility