Innovation and Opportunity Development
Spring 2017  Class Number: DIGM 4397

Innovation and Opportunity Development is a new 3-hour credit course offered exclusively at University of Houston Sugar Land campus on Tuesday evenings from 6 to 9. It represents an exceptional operating system and processes of a curriculum and mindset founded on Innovation Engineering’s proven platform of principles and tools. Innovation Engineering is an accredited system and new field of academic study. It is a global movement being taught and developed at 20 Universities with the involvement of 30,000 people, and some $13.4 Billion worth of innovations in active development.

Source: www.innovationengineering.org

The goal of Innovation and Opportunity Development is to enable the ability to create significant and distinctive discoveries and quickly engineer the commercialization of things that matter. Thus, people, communities and businesses learn to thrive in the emerging reality of faster innovation, increased competition, rapidly changing technology and digital savvy employees and customers.

Innovation is about ideas that are meaningfully unique. It is productive imagination that change the rules. It’s about ideas, improvement, and working smarter. Innovation leverages creativity to perceive the world in new ways, to find hidden patterns, to make associations between seemingly unrelated phenomena to generate solutions. Innovation is about exceptional ideas that accomplish a useful purpose. The purpose can be for igniting social change, enhancing how we work with others or simply making a difference in people’s lives with inventions and more effective products or services.

Opportunity Development is about applying innovation to the real world. It’s about discipline, system reliability, strategic planning, experimentation, problem solving, making decisions, and building communication models to commercialize opportunities based on leadership logic.

What’s In it for Students?
Nearly all employers surveyed say they give hiring preference to college graduates with skills that will enable them, to contribute innovation to the workplace.

Source: the Association of American Colleges and Universities

The class is an immersion in how to think quicker, smarter, and more creatively. It’s an amazingly structured system that enables everyone to pioneer fresh ideas and to problem solve. The second part of the semester will explore and teach how to use systematic structures to develop and communicate for innovation planning and commercialization.