Prepare for challenges not yet predicted with future-focused innovation strategies.
About this programme

For many organisations, innovation involves developing solutions to today’s challenges, but what if tomorrow is not like today?

Innovation has long been synonymous with the development of new technologies and products, however this siloed approach limits its broader business potential. In order to capture its transformative value, organisations need to reconstruct and redefine what innovation means.

Challenge your existing ideas and develop a mindset for innovation that transcends technology and ‘disruption’ on the Oxford Strategic Innovation Programme from Saïd Business School, University of Oxford. Adopt a critical and strategic approach, learning how to build systems and an organisational structure that facilitates innovation as a sustainable and routine practice in your business. Examine the changing nature of innovation systems and strategies, and gain a toolkit to respond to the unknown challenges of tomorrow.

What the programme covers

You’ll begin the programme by challenging your current beliefs and assumptions of innovation in order to develop a new understanding of its principles. You’ll be introduced to various innovation systems and discover how an organisation can build the capacity for innovation through its design, structure, and culture. By recognising how innovation goes beyond technology, you’ll explore the implications of different models, including the use of corporate innovation strategies. Walk away with a thorough understanding of innovation and its future challenges, including the ethics and governance considerations of emerging technology. Gain the ability to apply innovation practices within your own organisational context.

£2,200

6 weeks excluding orientation

7–10 hours/week of self-paced learning, entirely online

Each module is released weekly, allowing a flexible but structured approach to learning. You’ll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

On average, companies invest 78% of their innovation budget on continuous improvement to existing processes and products.*

*Medium (May, 2019).
This programme is for you if you want to:

Challenge your preconceived ideas of innovation, and **develop a mindset beyond the silos of technology and ‘disruption’**.

Understand the ethics and governance factors within technological innovation.

Build capacity for innovation within the way you work by enabling the systems and structures that facilitate and drive innovation.

Prepare your business to tackle future challenges by considering various corporate innovation strategies and their implications.

**Who should take this programme?**

This programme has been designed for leaders and business professionals aiming to leverage innovation in the face of new challenges. Those within senior positions or who have an influence on strategy and decision-making will benefit from the critical and analytical approach, as they learn to employ innovation within their organisational structure. Consultants and entrepreneurs will also gain from the cutting-edge insights on innovation practices.

Guided by global thought leaders and Oxford Saïd faculty, professionals will learn to approach business challenges from new angles, foster a mindset for innovation, and build an environment that is optimised for developing new ideas. As an industry-agnostic programme, learning outcomes can be applied to create increased value across various business areas and in different market sectors.

“It’s never the technology alone, it’s actually the set of sensibilities, awareness, and imagination that let us work with current technologies and turn them into new purpose.”

**MARC VENTRESCA, ASSOCIATE PROFESSOR OF STRATEGIC MANAGEMENT**
What you’ll learn

This online programme integrates rich, interactive media such as videos, infographics, and e-learning activities, as well as didactic components such as downloadable course notes. There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach your learning path takes:

**ORIENTATION MODULE**

Welcome to your Online Campus

**ONE WEEK**

You’ll be welcomed to the programme and begin connecting with fellow students, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You’ll be required to complete your student profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

**MODULE 1**

A primer on innovation

Challenge popular cultural notions of innovation to understand the language and types of innovation, and the principles of building innovation systems.

- Explain why firms and other organisations innovate and why it is so difficult to innovate
- Identify concepts and more precise language for talking and thinking about innovation
- Distinguish between product/services, business model, and system-level innovation
- Investigate innovation as a specific, routine capacity and strategy of a business
- Analyse the nature, importance, and types of innovation in an organisation
MODULE 2
Organising for innovation
Explore organisational design and the structural and cultural elements of a business that allow it to innovate.

• Identify why businesses often fail to create and capture value
• Discuss the role of organisational design in innovation
• Analyse the strengths and weaknesses of stage-gate systems of innovation
• Compare open and closed systems of innovation
• Evaluate methods of innovation according to organisational design frameworks

MODULE 3
Drivers of innovation: Technology and beyond
Explore models of innovation beyond popular notions of technological change and ‘disruption’.

• Recognise the different sources of innovation
• Distinguish different drivers of innovation according to different innovation models
• Investigate the role of social and institutional factors in innovation
• Critique the notion of ‘disruption’ in describing innovation

MODULE 4
4IR technology: Ethics and governance
Reflect on the ethics and governance considerations prompted by emerging technology.

• Describe the consequences of innovation for ethics and governance
• Discuss what is novel about emerging digital, biological, and physical technologies
• Determine relevant ethical questions related to emerging technology
• Reflect on the ethics and governance of emerging technologies
MODULE 5

Corporate innovation strategies and platforms
Consider the corporate landscape of innovation, how platforms organise market competition and, in turn, shape the nature of innovation.

- Describe the types of corporate innovation strategies and platforms
- Outline the role of industrial clusters in the macroeconomic context
- Investigate components, structures, and political and inter-organisational factors in externalised innovation
- Analyse the differentiating characteristics of platforms driven by technologies
- Assess how innovation principles apply to corporate innovation strategies

MODULE 6

Innovation in practice
Consider your context and the future of innovation in light of what you have learnt in this programme.

- Describe the current trends and challenges of innovation
- Debate implementation challenges in innovation
- Practice using different frames in performing a structural analysis
- Assess the effect of new technology on an established business
- Reflect on how trust is built in the information age
- Develop a business strategy solution for challenges to innovation faced by businesses using a framework

Join the Oxford Executive Education Alumni Group on LinkedIn.*

This is an official Saïd Business School, University of Oxford alumni group for all open, online and executive programmes. You’ll be able to network with past participants of other online and on-campus Oxford Saïd programmes and gain first access to School news.

*Access to this group will only be granted following the participant’s successful completion and passing of the programme.
Your Programme Director

These subject matter experts from Oxford Said guide the programme design and appear in a number of programme videos, along with a variety of industry professionals.

Marc Ventresca

Associate Professor of Strategic Management, Said Business School, University of Oxford

Marc is an expert in innovation, strategy, and transformation at Said Business School, University of Oxford, and a Governing Body Fellow of Wolfson College since 2004. He’s also a research affiliate at the Center for International Security and Development (CISAC), Stanford University, and the Centre for Organisations, UC Irvine.

His research and teaching focus on innovation, institutions, and infrastructure, with empirical work on emerging technologies in complex institutional context. By training, he is an economic and organisational sociologist and a specialist in organisation-rich approaches to market dynamics.

Marc works closely with the Skoll Centre for Social Entrepreneurship, and is also the convenor for the Ideas to Impact (I2I) Programme at Oxford Said. He is the academic director of the Oxford Fintech Lab as well as the postgraduate diploma in strategy and innovation, a specialty diploma in digital transformation with IBM. He is an advisor to many startups, as well as Global Thinkers Forum, The Civic Foundry, and the World Economic Forum. Follow him on Twitter at @marcventresca.

Your success team

GetSmarter, with whom Said Business School, University of Oxford is collaborating to deliver this online course, provides a personalised approach to online education which ensures you’re supported throughout your learning journey.

Head Tutor
A subject expert who’ll guide you through content-related challenges.

Success Manager
Your one-on-one support available during University hours (8am–5pm GMT) to resolve technical and administrative challenges.

Global Success Team
Available 24/7 to solve your tech-related and administrative queries and concerns.
Guest Experts
You’ll also hear from a diverse group of world-leading industry experts and thought-leaders from around the globe.

Alex Notay
Fund Director, PFP Capital

Catalina Cernica
Head of Innovation UK, LEO Innovation Lab

Charlie Curtis
Associate Fellow and Entrepreneurship Expert, Said Business School, University of Oxford

Christopher Blues
Programme Manager for Social Ventures, Skoll Centre for Social Entrepreneurship, Said Business School, University of Oxford

David Kirsch
Visiting Fellow, Brasenose College

Henry Majed
Partnership Director, Innovation Gateway

Igor Moreno
Independent Strategy Consultant

Jennie Winhall
Partner, ALT/Now and Director of Social Innovation, Rockwool Foundation

Joyeeta Das
CEO, GYANA

Maria Zubeldia
Head of The Entrepreneurship Centre & Innovation Coach, Said Business School, University of Oxford

Mark Bramwell
CIO, Said Business School, University of Oxford

Mark Mann
Social Enterprise and Innovation Lead for Humanities and Social Sciences, Oxford University Innovation

Michele Scataglini
Co-founder, Insta Associates

Mina Bekheet
CEO and Founder, Panacea Innovation

Mustafa Abbas
Investment Banker

Paul Ellingstad
Partner, PTI Advisors

Phil Clare
Deputy Director, Research Services, University of Oxford

Philip Guest
Founder, Oxford Strategy

Pinar Ozcan
Professor of Entrepreneurship and Innovation, Said Business School, University of Oxford

Rachel Botsman
Trust Fellow, Said Business School, University of Oxford

Richard Cuthbertson
Senior Research Fellow and Director of the Oxford Institute of Retail Management, Said Business School, University of Oxford

Sandra Steving Villegas
Head of Innovation, Founders Intelligence

Sean Peters
CEO, DryGro

Victor Seidel
Associate Scholar, Said Business School, University of Oxford
A powerful collaboration

Saïd Business School, University of Oxford, is collaborating with digital education provider GetSmarter, a brand of 2U, Inc., to create a new class of learning experience – one that is immersive, collaborative, and designed for optimal accessibility for the busy working professional.

About Saïd Business School, University of Oxford

Saïd Business School blends the best of new and old. Deeply embedded in the 800-year-old world-class university, Oxford Saïd strives to use business acumen and global networks to address long-horizon phenomena like demographic change, new technologies and natural resource scarcity.¹ Oxford Saïd is committed to delivering cutting-edge education and groundbreaking research that transforms individuals, organisations, business practice and society.

What is GetSmarter?

GetSmarter, a brand of 2U, Inc., partners with the world’s leading universities to select, design and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigour in GetSmarter’s people-mediated model, which enables lifelong learners across the globe to obtain industry-relevant skills that are certified by the world’s most reputable academic institutions.

Saïd Business School, University of Oxford certificate of attendance

Upon successful completion of the programme, you’ll receive a certificate of attendance from Oxford Saïd as powerful proof of your ability to mobilise innovation strategies.

Assessment is continuous and based on a series of practical assignments completed online. In order to be issued with a Saïd Business School, University of Oxford certificate of attendance you will need to meet the requirements outlined in the programme handbook. The handbook will be made available to you as soon as you begin the programme.

Your certificate will be issued in your legal name and sent to you upon successful completion of the course, as per the stipulated requirements.

¹ Oxford University (Jan, 2019).
How you’ll learn

Every programme is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in a toolkit for innovation

Technical requirements

Basic requirements

In order to complete a programme, you’ll need a current email account and access to a computer and the internet, as well as a PDF Reader. You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel. Installing Adobe Flash Player will give you full access to certain course content, such as interactive infographics. However, you’ll still have access to this content in the form of a downloadable PDF transcript if you’d prefer not to use Flash.

Browser requirements

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to the programme material. This browser can be downloaded here.

Additional requirements

Certain programmes may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the programme. Please note that Google, Vimeo, and YouTube may be used in our programme delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing the programme content. Please check with a Course Consultant before registering for this programme if you have any concerns about this affecting your experience with the Online Campus.
Oxford Strategic Innovation Programme

Build systems for innovation that can withstand the challenges of the future.

REGISTER NOW

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