

DAY 1

Managed Front End SESSION 1 - Understanding Strategy, Innovation and Competitive Advantage SESSION 2 - Developing the Business Case SESSION 3 - Developing The Business Case

DAY 2

New Product Development Process SESSION 1 - Knowledge Creation SESSION 2 - Project Planning SESSION 3 - Innovation Development SESSION 4 - Innovation Development SESSION 5 - Innovation Launch

DAY 3

Implementation SESSION 1 - Test, Select and Communicate SESSION 2 - Facilitation SESSION 3 - Leading the Initiative for Innovation

DAY 4

Exam Review and Preparation EXAM REVIEW