



International Project Week  
HOCHSCHULE NORDHAUSEN

## 25<sup>th</sup> International Project Week 2023 08<sup>th</sup> – 13<sup>th</sup> May 2023

**Lecturer:** Cheng Yee Low

**University/Company:** UNIVERSITI TUN HUSSEIN ONN MALAYSIA (UTHM)

**Country:** Malaysia

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### **Fundamentals of how to Innovate Products and Services**

#### **Content:**

The advancing digitalisation and the intensification of competition pose challenges for companies. In order to survive in the market in the future, strategic innovation management is becoming increasingly important. Make yourself fit for the future and integrate methods for developing new, forward-looking business models into your everyday work. In this training, you will learn the fundamentals of product and service innovation, and apply common methods and processes yourself using concrete cases from corporate practice. We will show you how to further develop thoughts and impulses in a targeted manner and promote innovations. Our innovation management toolkit supports you in systematically establishing and implementing what you have learned in your chosen projects.

- (i) Product and service innovation in the age of digitalisation
- (ii) From impulses for innovations to the implementation of ideas
- (iii) Overview of the product and service innovation kit
- (iv) Value Proposition Design / Customer Journey Mapping
- (v) Systematically develop and evaluate ideas
- (vi) Lean startup and design thinking

#### **Methods:**

Hands-on training with specialist lectures, interactive workshop exercises and best practice examples

#### **Competences and skills to be acquired:**

- (i) You learn to develop ideas in a targeted manner and to transform them into innovations.
- (ii) You will gain a deeper understanding of innovation processes and insight into new trends.
- (iii) With our innovation management toolbox, you will be provided with helpful instruments for designing systematic innovation management.

**Hochschule Nordhausen**  
International Office  
Weinberghof 4 99734 Nordhausen Germany  
[ipw@hs-nordhausen.de](mailto:ipw@hs-nordhausen.de)

(iv) You will learn which methods and instruments you can use to optimize existing innovation processes in a company.

(v) You will apply this knowledge using case studies from practice.

(vi) You actively exchange your experiences with the other participants.

**Prerequisites:**

none

**Language of instruction:**

English

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