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# Masterclass

## Business Development & Innovation in the IT Industry



*“The Masterclass ‘Business Development & Innovation in the IT Industry is a one day course. It consists of two classes of three hours each (one in the afternoon and one in the evening). The Masterclass is limited to 15 students. During the Masterclass you will gain new knowledge and new insights about business innovation, marketing and business development. Furthermore you will work on your personal business innovation plan. The tuition fee for this Masterclass is EUR 495,-’ (ex. VAT).”*



## Introduction

Innovation is the keyword in the IT industry where technological developments are fast and competition ruthlessly hard. To survive in the long run companies therefore may have to reinvent themselves and stake their future on other and new areas. This Masterclass spans the process of IT innovation, to business development and marketing. How does a software or hardware product go from being just an idea to being launched on the market? The primary aim of this course is to add significant value to participants from the IT-industry, through the development of strategic marketing and innovation thinking in an IT context.

## Subjects

- Trends, insights and developments in the IT industry.
- New insights derived from best practices and relevant IT cases.
- The role management & leadership have in the business innovation process.
- Design and creation of an effective innovation- and development strategy.
- Building an organization with sufficient added value and innovation power.
- Integrating and implementing the innovation strategy into the organisation.
- Required skills needed to implement changes within the company.
- Monitoring the effectiveness of the IT innovation strategy.
- How to gain support from senior management for your approach?

## Learnings

The Masterclass 'Business Development & Innovation in the IT Industry' will give you the required knowledge and skills to convert new ideas, new opportunities and new inventions into successful business ventures. This Masterclass will make you an expert at designing and managing organisations for innovative performance. During this one-day programme you will learn how to make your business more entrepreneurial and effective. We will show you how to recognise which ideas are worth pursuing and how to implement them in a successful business model. And by the end of the programme, you will know how to transfer these skills to others, and put pursuing opportunities at the heart of your organisation.

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## Programme

### **MC 1** Trends, insights and developments in the IT industry

You will gain new knowledge about the most important trends and developments in the IT industry. You will learn how to create an effective business innovation plan, adjusting to these environmental factors and dealing with the competition. Furthermore you will obtain the skills and insights you need to defend an idea to potential business sponsors, you will learn to convert innovative ideas into business proposals, gain a critical analysis framework and a practical set of tools for assessing the potential of innovative projects, selecting them, and tracking their progress and understand how to push innovation through your organisation.

### **MC 2** Designing an effective construction innovation plan

During the evening class you will design your own IT business innovation plan. You will learn all about innovation management at the strategic, organisational and operational levels. An experience lecturer will teach you how to design and implement an effective business innovation plan based on theoretical knowledge, best practices and several IT cases. The assignment will be moderated by an experienced teacher and discussed by your fellow students. The final result of this evening class is an effective business plan ready to be used in practice.

### **UBS:** Customised programmes; high standards

UBS Business School is an institution specialized in leadership, management and entrepreneurship. We offer both open enrollment and tailor-made programs. Our programmes are guided and designed by learning experts and top academics, and we source the right external faculty to deliver your customised programme to the highest standard. Individuals can participate in a broad selection of international programs, events, virtual classes and one-on-one coaching. UBS's programs are specifically designed to make an impact on different levels: you as a person, your organization and society as a whole.





### Who is this Masterclass for?

The Masterclass 'Business Development & Innovation in the IT Industry' is aimed at management professionals in the IT business who want to develop themselves further in the field of strategy, new business development and innovation management. Examples of students who have followed this masterclass: Business Development Managers, R&D Managers, Project Leaders of Innovation Projects, TTO's, Marketing Managers/ Directors and Owners-Managers.

### Faculty members and lecturers

Our faculty members all have broad experience as business development managers, innovation manager, change manager, R&D manager, business consultant or marketing manager. Besides this experience they all have broad knowledge about science, business modelling and strategy. The following faculty members will be involved in the "Masterclass 'Business Development & Innovation in the IT Industry'".



## Method

Our Masterclasses will put you at the centre of every learning experience. And it really is an experience far away from traditional classroom learning. You'll work collaboratively with your faculty and fellow participants to bring your ideas to life in a robust and practical way. You'll work alongside experienced people from diverse backgrounds. Throughout the masterclass, you'll channel your learning into addressing a challenge in your own business. It's an approach that proves real ROI to you and your company.

## Fee /cost

The tuition fee for the Masterclass 'Business Development & Innovation in the IT Industry' is EUR 495,- (ex VAT). Included in the fee are two classes, catering and study material.

## Data

The Masterclass 'Business Development & Innovation in the IT Industry' will start four times per year. Each masterclass consists of two classes of each three hours. The first one takes place in the afternoon (3 till 6 p.m.) and the second one in the evening ( 6.30 pm till 9.30 p.m.).

## Summary

"The Masterclass 'Business Development & Innovation in the IT Industry' is a one day course. It consists of two classes of three hours each (one in the afternoon and one in the evening). The Masterclass is limited to 15 students. During the Masterclass you will gain new knowledge and new insights about business innovation, marketing and business development. Furthermore you will work on your personal business innovation plan. The tuition fee for this Masterclass is EUR 495,-' (ex. VAT)."

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## About Utrecht Business School

Utrecht Business School has been active as an international business school since 2005 and continues to expand provision of Action Learning programmes beyond the boundaries of the Netherlands, creating a global Action Learning community of business leaders, all following the same steps to success. To this day a team of specialists has been continuously developing and updating the courseware to top-notch business management programs.

### **The organisation**

The organisation continues to grow, learning from actions taken, assessing the situation, and making the next decisions on the path to success. These values inspire the student body to develop in the best possible way as business managers. Aiming to be the best school will in turn lead to students aspiring to be the best business managers. Non-stop endeavours towards improvement and expansion of management programmes have established Utrecht Business School as top-notch management training provider.

### **Mission and vision**

UBS Business School's aim is to enable leaders and entrepreneurs to respond successfully to challenges for a rapidly changing world and make a positive, long-term impact on the lives of individuals, society, planet and profit. In our day-to-day business, we implemented a number of policies that make our buildings and food and beverage sustainable wherever possible. We are committed to supporting diversity and vitality in our staff and in our programs and provide equal access to learning. Other initiatives impacting society are our co-creations with social entrepreneurs Share People and Better Future and our community work with organizations supporting families with autism.



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## Studying at UBS Business School

UBS Business School is an institution specialized in leadership, management and entrepreneurship. We offer open enrollment and tailor-made programs.

Our programmes are guided and designed by learning experts and top academics, and we source the right external faculty to deliver your customised programme to the highest standard.

Individuals can participate in a broad selection of international programs, events, virtual classes and one-on-one coaching.



## Registration

You can register for this Masterclass via our website: [www.ubsbusiness.nl](http://www.ubsbusiness.nl)

## Contact Information

UBS / Utrecht Business School

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## UBS on social media



**Utrecht Business School**

[www.ubsbusiness.nl](http://www.ubsbusiness.nl)

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