LIMAK AUSTRIAN BUSINESS SCHOOL & IVEY BUSINESS SCHOOL (USA/CANADA)
STUDY TRIP „ENTREPRENEURSHIP & INNOVATION MANAGEMENT“

PROGRAM CONTENT
• Learn how to effectively develop new business ideas and select between a myriad of opportunities
• Setting the stage for how to generate and lead innovation processes
• Explore the obstacles to innovation in organizations
• Reflecting the role of managers in innovation at different levels of the organization
• Develop capabilities to further enable innovation in current activities

PROGRAM FACTS
• Academic program with focus on “Entrepreneurial Leadership” and “Innovation Management”
• Company visits of global acting companies in New York City
• Real-life case studies & management discussions
• Off-campus social event, networking opportunities and cultural program/sightseeing

DETAILS
Date: December 2 – 9, 2018

For questions about the trip please contact:
Melanie Siebermair
Program Management
Tel: +43-732-66 99 44-117
E-Mail: melanie.siebermair@limak.jku.at

www.limak.at
EXAMPLE OF A PROGRAM SCHEDULE (Preliminary schedule, subject to change)

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FACULTY

Simon C. Parker
Academic Director
Research fields:
Intrapreneurship, crowdfunded venturing and corporate venturing

Dr. Eric Morse
Associate Dean – Programs
Research fields:
Entrepreneurial cognition, entrepreneurial strategy and family business