PROF CARL SCHRAMM
HOW INNOVATION AND ENTREPRENEURSHIP INFLUENCE EACH OTHER: CONTEMPORARY LESSONS FROM THE US.

WE REALLY DON'T KNOW MUCH ABOUT INNOVATION...

HOW INNOVATION ACTUALLY HAPPENS

INNOVATION FIRST

CBL

INNOVATION CHALLENGE BASED LEARNING

SUPPORTS INDIVIDUALS IN THE PROCESS OF
INVENTING PREVIOUSLY UNKNOWN IDEAS, PRODUCTS AND/OR PROCESSES USING NEW AND/OR COMPLEMENTARY KNOWLEDGE AND SKILLS ACQUIRED TO ADDRESS A SIGNIFICANT SELF-IDENTIFIED INNOVATIVE CHALLENGE, THE SOLUTION OF WHICH CAN BE DEVELOPED INTO A SCALABLE, MARKET-COMPETENT NEW BUSINESS.

INTERNAL SOURCES INFORMS DIFFUSION (MARKET)

FEEDS SYNTHETIC PROCESS PRODUCES INNOVATION

EXTERNAL INNOVATION

WHILE ENTREPRENEURSHIP CANNOT BE TAUGHT...

INNOVATION LEADING TO GROWTH IN EXISTING FIRMS CAN BE LEARNT!