



PROJECT IMPLEMENTATION PLAN

PN Issue Date	16 December 2019
Project Code	18-IN-06-GE-DLN-A-04
Title	Self-learning e-Course on Management Innovation in SMEs
Reference	Project Notification 19-IN-06-GE-DLN-A dated 8 January 2019
Timing and Duration	27 December 2019–31 December 2020 (12 months)
Venue	Member countries
Implementing Organization(s)	APO Secretariat and National Productivity Organizations Organizations (NPOs)
Number of Participants	Minimum 400 participants
Self-registration	<p>Self-registration opens from 10:00 AM Japan Standard Time on 27 December 2019 on the eAPO web portal: http://eAPO-tokyo.org</p> <p>Note: Participants can register directly from this portal on the APO website. Those who are already registered can access the course by using the assigned username and password. If you have forgotten your username and password, please refer to the help page on the home page of the portal.</p>

1. Objectives

The objective of this course is to introduce participants to the concepts of management of innovation in SMEs. Starting with a concept of management of innovation that also includes elements of innovation, participants will have a chance to explore different barriers of innovation that SMEs face in competitive business environment. They will be able to learn about innovative strategies that SMEs can implement for being an innovative enterprise or for managing competition. The course also presents a concept of open innovation and its applications that SMEs can use. This is followed by the emerging trends of innovation that SMEs can look up to and adopt. Lastly, participants will be able to explore and understand some sectoral innovation case-studies from an end-user perspective and understand the practical aspect of management of innovation in SMEs

2. Background

Innovation is considered as the main driver of 21st century. The impact of innovation and its management has been widely discussed worldwide by practitioners and academicians. It is also rapidly impacting APO member countries in all sectors and aspects of people's lives. All countries face challenges in addressing the wide-ranging implications of changing business environment. This uncertainty in the global business environment has left no option with SMEs but to think out of box and be innovative. It is thus necessary to establish a holistic understanding of the management of innovation concept and its attendant solutions and strategies in response to the opportunities and challenges of global business environment.

Aligned with the transformation program of the APO, this course aims to introduce the background, concept, and applications of innovation management and examples of their use in various economic sectors. The course will raise awareness of innovative strategies across different sectors and enhance the understanding and decision-making processes of participants in efforts to increase business performance and improve productivity through innovative approaches to innovation management.

3. Scope and Methodology

Scope

The course will cover the following modules:

Module 1: Concept of Management; of Innovation

Module 2: Process of Innovation;

Module 3: Barriers of Innovation;

Module 4: Innovative Strategy for SMEs;

Module 5: Open Innovation for SMEs;

Module 6: Overview of Emerging Trends

Module 7: Case studies on Sectoral Innovation

Methodology

Module study, additional study material for participants, and graded exercises to qualify for the APO e-certificate for eligible participants.

4. Qualifications of Candidates

Staff and managers of SMEs including owners; NPO staff providing innovation consultancy for SMEs; policymakers or regulators involved in innovation policy for SMEs; or professionals with relevant backgrounds and experience.

5. Eligibility for e-Certificate

A minimum score of 70% on the graded exercises is required to qualify for the APO e-certificate.

Note: Participants from nonmember countries are welcome to take the course for self-development, although APO e-certificates will not be provided.



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Secretary-General