

# EMBRACE INNOVATION IN YOUR TEAM

**Fully  
Funded\***

Short & Flexible University Course:

## BUSINESS IMPROVEMENT WITH INNOVATION MANAGEMENT

- » Introduction to Innovation Management
- » Management of New Product Development

“The mix of theory and practical examples of how to manage innovation made the course very accessible on a personal level, and immediately introduced new possibilities for applying the knowledge directly to the company. This encouraged a new surge of optimism to move innovation within the company to the next level.”

**Jon Jolley, Managing Director at SRM Engineering Ltd**



**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David



**Cronfa Gymdeithasol Ewrop**  
**European Social Fund**



Llywodraeth Cymru  
Welsh Government

## Get ahead of the competition with MADE Cymru

Being an innovative company can positively impact your sustainability, productivity and profit. We are offering you and your employees a 40 credit, university-certified course split into two modules:

### Introduction to Innovation Management (20 credits)

#### Topics include:

- » Types of innovation management
- » Managing uncertainty and risk
- » Challenges and barriers
- » Business drivers
- » Technology drivers
- » Measuring innovation
- » Open innovation

### Management of New Product Development (20 credits)

#### Topics include:

- » Brand and product strategy
- » Business models for product development
- » Managing research and development
- » Collaborative product development
- » Circular economy
- » Creating the product design specification

On completion of both modules, students have the opportunity to continue their learning with a range of options available.

## How it works

- » Fully funded programme (available for a limited time, subject to eligibility)
- » Short weekly sessions delivered over a 32-week period
- » Equips students with practical, up-to-date innovation expertise
- » Designed to fit around the working patterns of manufacturing businesses
- » Students can attend from anywhere via blended learning and online sessions
- » Regular opportunities to put new skills and knowledge into practice at work
- » Results in an upskilled workforce, unlocking long-term economic benefits

## Achieve real innovation in your company

\*Please check with us about which level you are eligible for (geographical restrictions apply).

MADE Cymru is a suite of programmes designed to navigate organisations through Industry 4.0 via collaborative research & development and upskilling. Part/Fully Funded by the European Social Fund/European Regional Development Fund through the Welsh Government.

### **Full list of UWTSD certified courses offered by MADE Cymru:**

- » **Continuous Improvement with Industry 4.0**  
(Two Module, University Certificate, 40 credits at Level 5)
- » **Smart Manufacturing with Industry 4.0**  
(Two Module, University Certificate, 40 credits at Level 7)
- » **Industry 4.0 Advanced Manufacturing** (MSc Level 7)  
(option to study individual modules if desired)
- » **Business Improvement with Innovation Management**  
(Two Module, University Certificate, 40 credits at Level 6 or 7\*)
- » **International Innovation Management** (MSc Level 7)  
(option to study individual modules if desired)

\*Please check with us about which level you are eligible for (geographical restrictions apply).

**In addition to learning opportunities, we also invite manufacturers to take part in our ADE collaborative R&D programme where you can benefit from the support and expertise of our team, who use their knowledge and experience to offer a wide range of approaches and technologies that could help you bring your prototype or concept to life.**

The MADE Cymru team has a solid track record of working with companies and stakeholders in the sector and can help facilitate collaborations or offer advice and referrals. We can support you in navigating the challenges of modern manufacturing and assist you in finding the solution you need.

Get in contact, call **01792 481199**, email **MADE@uwtsd.ac.uk** or visit **www.madecymru.co.uk**