**Module 3:   
International Tourism Management, Intercultural and Innovation Management**

**Preparation**

**To be best prepared for our lecture on Innovation Management, please keep eyes open on how your company applies Innovation Management.**

**Impulses:**

* Share best-practices you gathered in your company on Innovation Management.
* Raise concerns you might have identified during your research.
* In case a dedicated role / department for Innovation Management is established, meet and have a chat.
* Is there any specific Innovation Management related question you would like to ask one of your study-peers? E.g. is an Innovation Fund established within Emirates and according to what criteria are innovation ideas sponsored?
* Is there any best-practices to be shared from any other company e.g. any article you read, documentation you watched,…
* What measures are in place at your company, which motivate or reward you for bring in any innovative business idea?
* Thinking of Innovation Management, what aspects, ideas and sudden inspirations hit you?
* ….

**Prepare yourself for a fruitful verbal discussion and exchange (no presentation required) in the plenum, having a 5-10 minutes input on hand.**