

**OpenLearn free course trailer**

*Introducing Technology and Innovation Management*

**Narrator:**

Do you know what PTOC factors are?

Are you interested in technological innovation?

Do you understand what innovation management really means?

This OpenLearn course will explore just that. It will uncover the four key lenses: people, technology, organisational and contextual, which are the PTOC factors.

It will highlight key innovation management activities, including the processes involved. You will also explore different perspectives and learn how innovation can add value.

Don't worry if you are completely new to the subject area, this course will take you step-by-step through the process to understand how technology and innovation management really works, so have a go and get exploring the course!