

Innovation Management

Module Code: DLBEPWIP1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Mirko Bendig (Innovation Management)

Contributing Courses to Module

- Innovation Management (DLBEPWIP01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Understanding Innovation
- Planning Innovation
- Developing Innovation
- Implementing Innovation in the Market
- Case Studies and Examples of Innovation Management

Learning Outcomes**Innovation Management**

On successful completion, students will be able to

- explain the importance of innovation as a driving force for the overall economic development as well as for the start-up or further development of a company.
- describe the design of an innovation strategy and explain the different organizational forms of the innovation function.
- understand the importance of a supportive innovation culture and how innovation management is designed as part of strategic management.
- analyze and design the important steps that a successful innovation process involves
- explain the elements of a creative innovation development and a subsequent innovation evaluation and selection.
- describe the market launch of an innovation.

Links to other Modules within the Study Program

This module is similar to other modules in the fields of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programs in the Business & Management fields

Innovation Management

Course Code: DLBEPWIP01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Innovation management has a high relevance for the success of a company. Students receive a basic understanding of innovation management and its significance from an economic and business perspective. In addition to the different innovation strategies, the function and organization of innovation as well as the innovation culture in a company and the phases of the innovation process are presented in detail and classified within strategic management and product management. For each phase of the innovation process concrete instruments are introduced and their advantages and disadvantages will be examined. After the discussion of selected creativity techniques for the generation of ideas, the Lead User Approach, the Open Innovation approaches and the Conjoint Analysis Methodology will be discussed. In the innovation evaluation phase, students will be familiarized with instruments such as scoring models. As the final stage of the innovation process, an understanding of the implementation of innovations on the market will be conveyed. Finally four concrete case studies are going to be explained for the purpose to demonstrate the innovation practice in different companies.

Course Outcomes

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- explain the importance of innovation as a driving force for the overall economic development as well as for the start-up or further development of a company.
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- understand the importance of a supportive innovation culture and how innovation management is designed as part of strategic management.
- analyze and design the important steps that a successful innovation process involves
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- describe the market launch of an innovation.

Contents

1. Understanding Innovation
 - 1.1 Basics of innovation management
 - 1.2 Economic and business significance of innovations
 - 1.3 Features of innovations
 - 1.4 Innovation types
 - 1.5 Success factors of innovations
2. Planning Innovation
 - 2.1 Definition and development of innovation strategies
 - 2.2 Organization of the innovation function
 - 2.3 Different organizational forms of innovation management
 - 2.4 Shaping a culture of innovation and promoting intrapreneurship
 - 2.5 Role and function of the innovation manager
3. Developing Innovation
 - 3.1 Concepts and models of common innovation processes
 - 3.2 Advantages and disadvantages of innovation process models
 - 3.3 Stimuli and idea generation for innovations
 - 3.4 Lead User and Open Innovation approaches
 - 3.5 Idea evaluation and selection
4. Implementing Innovation in the Market
 - 4.1 Operational implementation of the innovation
 - 4.2 Innovation Marketing
 - 4.3 Market launch
 - 4.4 Intellectual property rights
5. Case Studies and Examples of Innovation Management
 - 5.1 Innovation process from practice
 - 5.2 Digital Innovation Management
 - 5.3 Innovation Lab
 - 5.4 Start-up Accelerator / Incubator

Literature**Compulsory Reading****Further Reading**

- Christensen, C.M. (2016): Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Management of Innovation and Change. Harvard Business Review Press, Boston.
- Tidd, J./Bessant, J.R. (2014): Strategic Innovation Management. 1st Edition, Wiley, New York.
- Dodgson, M./ Gann, D.M./Phillips, N. (2013): The Oxford Handbook of Innovation Management. Oxford Handbooks, Illustrated Edition, Oxford.
- Gassmann, O./Schweitzer, F. (2013): Management of the Fuzzy Front End of Innovation. Springer, Berlin.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides