

## Innovation Management

Module		Innovation Management					
Module Code		MGT60220					
Module Coordinator		Sandner, Philipp					
Last Update		2016/01/14					
Target Group		Programme(s)			Bachelor of Science		
		Term			6th semester		
		Compulsory/Elective Module			Elective Module		
		Module Duration			1 Semester		
		Credits:			6		
		Frequency			Annually		
		Language of instruction			English		
Workload:	150 h	Contact hours:	44 h	Independent Learning:	76 h	Assignments:	30 h
Prerequisites		Because the module is offered towards the end of the Bachelor program, students are expected to have a good understanding of the general functioning of firms. Besides, there are no formal entry requirements for the module.					
Usability in other Modules/Programmes		This module provides a good fit with Entrepreneurship, which is offered in the 7th semester. However, there is no requirement to take both courses.					

<b>Intended Learning Outcomes</b>	<p><b>Knowledge:</b>  On successful completion of this module, students are familiarised with the core concepts of innovation management, i.e. they can:</p> <ul style="list-style-type: none"> <li>• Understand different techniques of innovation management,</li> <li>• Analyze companies concerning their innovation activity,</li> <li>• Improve their capacity for problem solving and for presenting their own position in the group.</li> </ul> <p><b>Skills:</b>  On successful completion of this module, students can:</p> <ul style="list-style-type: none"> <li>• Analyse and compare the innovation strategies of successful (and unsuccessful) companies,</li> <li>• Hone their ability to penetrate the core concepts from innovation management,</li> <li>• Apply the core concepts of innovation management to specific corporate contexts.</li> </ul> <p><b>Competencies:</b>  On successful completion of this module, students are able to:</p> <ul style="list-style-type: none"> <li>• Critically examine the potential of the innovation management concepts dealt with,</li> <li>• Successfully analyse strengths and weaknesses of companies' innovation strategies,</li> <li>• Implement these management concepts independently in their professional activities in the company.</li> </ul>
<b>Module Structure</b>	Over the course of the semester we will cover the main elements of innovation management through the combination of lectures, class presentations, case studies and independent reading of articles. The class presentations will be prepared in groups of about three students and presented during the semester. After the presentation, the whole class will participate in the further discussion of the case.
<b>Module Overview</b>	<p>In today's rapidly changing business environment, firms can only survive if they regularly develop new products and introduce them successfully in the market. The module covers all aspects that are relevant for firms in order to profit from innovation. The goal of the module is to introduce the students to the basic concepts of innovation management.</p> <p><b>Specifically, we will cover the following topics:</b></p> <ol style="list-style-type: none"> <li>1. Innovation strategy</li> <li>2. Diffusion of innovation</li> <li>3. Sources of innovation</li> <li>4. User innovation</li> <li>5. Entrepreneurship and corporate venturing</li> <li>6. Intellectual property protection</li> <li>7. Managing the innovation process</li> <li>8. Open innovation</li> <li>9. Collaboration strategies</li> <li>10. Technology strategy</li> <li>11. Building the innovative organization</li> </ol>
<b>Forms of teaching, methods and support</b>	In-class teaching will be based on interactive lectures, the group presentations and discussion of these presentations, case studies, and the work with articles that should be read prior to the class.

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Presentation	30 min.	40	During the semester
	Take home exam	24 hours	60	At the end of the semester
	Oral participation		20	During the semester
<p><u>Examination requirements:</u>  The group presentations are based on cases such as innovation pitches that are prepared in groups of about three students. Students can choose a case at the beginning of the semester.</p> <p>The exam at the end of the semester is a 24 hour take home exam. Students have 24 hours time to answer questions related to the material of the course and innovative companies that should be analyzed and judged. It is possible to use all available materials, i.e. lecture slides, internet research, or journal articles. However, every student has to work individually.</p> <p>The oral participation requires students to be active and well-prepared participants of the module, work in teams and contribute regularly to in-class discussions.</p>				
Recommended Literature	<ul style="list-style-type: none"> <li>• Schilling, M.A. (2013), Strategic Management of Technological Innovation, McGraw-Hill International Edition, Fourth Edition</li> <li>• Tidd, J. and Bessant, J. (2009), Managing Innovation – Integrating Technological, Market and Organizational Change, Wiley, Fourth Edition</li> <li>• Smith, D. (2010), Exploring Innovation, McGraw Hill, Second Edition</li> </ul>			