

Course unit title M7.1 151161 Innovation Management

This course unit forms part of module M7, it is mandatory.

Name of lecturer(s)	Prof. Dr. Ralf Dillerup
Semester	2
Available in	Winter and summer semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Course unit title (German)	Innovation Management
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	60
Workload: Independent studies	90
Workload details	The workload (150 hours) is divided into <ul style="list-style-type: none"> • 60 hours: classroom attendance, • 45 hours: the team-based analysis of a subject-related case study, • 45 hours for an individually composed long essay and a media-supported summary presentation of its contents.
Type of assessment	Course-specific practice-related assignment
Duration of assessment	0 Minutes
Type of course unit	Mandatory
Prerequisites (see below)	
Planned learning activities and teaching methods	<ul style="list-style-type: none"> • Interactive lectures • Joint exercises • Team work • Self-tuition • Detailed analysis of the topics to be explored • Student presentations
Professional competence: In-depth knowledge and comprehension (Bloom)	This sub-module aims at <ul style="list-style-type: none"> • developing an advanced understanding of innovations and innovation management • understanding innovation dynamics and the role of innovation drivers

<p>Professional competence : conative skills, analysis and synthesis of knowledge</p>	<p>Moreover, they seek:</p> <ul style="list-style-type: none"> • to create an awareness for the reasons underlying innovation failures and • to elucidate the way in which organizations devise innovation strategies and steer innovation processes <p>Learning Outcomes are:</p> <ul style="list-style-type: none"> • the ability to foster creativity in her/himself and others • the ability to recognize and capitalize on opportunity in the global marketplace • the ability to identify, secure, and allocate resources
<p>Personal competence: Social abilities and skills</p>	<p>Provide an environment where course members may apply their entrepreneurial skills while working as team members in the development of a business plan to support the initiation of a new venture. Develop the written, oral, and electronic communication skills necessary to effectively communicate new venture ideas to potential investors. Learning Outcomes are:</p> <ul style="list-style-type: none"> • the ability to communicate effectively • the ability to lead, follow, and work well with others
<p>Personal competence: Independence / autonomy</p>	<p>Assist course members evaluate their own entrepreneurial potential and probable levels of commitment. Learning Outcomes are the ability to think critically by integrating knowledge of business, technology, and the environment.</p>
<p>Competence levels according to GQF</p>	<p>7</p>
<p>Course unit contents</p>	<ul style="list-style-type: none"> • Course introduction • Introduction of the Industry and Competitive Analysis • Developing PIC: SWOT, Industry Analysis, Explain 5 Forces Model, other analysis. • The Entrepreneurial Process • Team Industry and Competitive Analysis • Business Analysis • Business model canvas • Product Development Process • Link Innovation/product development • R&D Structures: types, Industry, organization structure, incentives, etc. • Business Planning • Financing Options, Stages of Entrepreneurial Capital • Innovation Management Software

Recommended optional programme components	
Additional specifics	
Recommended or required reading	
Scheduled	
Combined assessments	-