

## Management of Innovation

<b>Course title</b> <i>Titel</i>	Management of innovation
<b>Course status</b> <i>Fachstatus</i>	Mandatory in the specialisation International Business (English track)
<b>Frequency / Duration</b> <i>Häufigkeit / Dauer</i>	Sommersemester, 1 Semester
<b>Target Group</b> <i>Zielgruppe</i>	4. Term (Summer term, yearly) in the program “Betriebswirtschaftslehre - International Business /English Track”
<b>Course description</b> <i>Kurzbeschreibung</i>	This module contains the analytical and managerial principles and methods of successful innovation management. In the lectures, the theoretical base for the innovation process, methods and tools for creating innovation and selection of ideas is main part of the content. In the mandatory exercise, the participants are working as an “Innovation team” in the creation and development of a product/service innovation.
<b>Prerequisites (recomm.)</b> <i>Vorkenntnisse (empf.)</i>	Grundlagen der Betriebswirtschaftslehre, Gründungsmanagement, Marketing,
<b>Required materials</b> <i>Arbeitsmittel</i>	-Trott: Innovation Management and New Product Development, 5 <sup>th</sup> ed, Prentice Hall, 2013 -Dogson: The Oxford Handbook of Innovation Management, 1 <sup>st</sup> ed, OUP Oxford 2013 -Goffin: Innovation Management: Effective Strategy and Implementation, 3 <sup>rd</sup> ed., Macmillan Education 2016
<b>Course outcomes</b> <i>Lehrresultate</i>	After successful participation of this module, the participants know the relevance of innovation in the modern competitive business environment, the organization of innovative enterprises, the tools and methods of innovation management and the systematic innovation process. They are able to plan and organize innovation processes in their business environment and to participate, based on first practical experience in the exercise. They can implement innovation management in organizations and companies, with a special focus in service oriented business and SMEs
<b>Course topics</b> <i>Inhaltsangaben</i>	<ul style="list-style-type: none"><li>• Framework and role of innovation management in business, especially in competitive business environments</li><li>• Principles of the organisation of “Innovative Companies”, Innovation Strategies</li><li>• Organization and design of the innovation process</li><li>• Management of innovation projects</li><li>• Tolls and strategies for creating innovation/creativity techniques<ul style="list-style-type: none"><li>○ Intuitive methods</li><li>○ Discursive methods</li></ul></li></ul>

- Combination of innovation methods and tools
  - Basics in legal aspects of “Protection of intellectual properties”
  - Exercise
    - Development of a product/service innovation
    - Planning and organisation of the innovation process
- Interactive presentation, exercises, case studies

**Course methods**

*Lehrmethoden*

**Course and examination language**

*Lehr- und Prüfungssprache*

English

**Related courses**

*Weiterführende Kurse*

none

**Course structure**

*Umfang / Credits*

1 – 0,5 – 2  
(SWS Course – SWS Exercises – Credits)

**Workload**

*Arbeitsaufwand*

15 – 7,5 – 7,5  
(SWS Course – SWS Exercises – Credits)

**Assessment / Duration**

*Leistungsnachweis / Dauer*

Project work and presentation

**Lecturers**

*Lehrpersonen*

Rentzsch, Klein

**Coordinator**

*Verantwortlich*

Prof. Dr. med. Oliver Rentzsch

**Last review**

*Letzte Überprüfung*

Januar 2017