

<b>Department</b>	09 Engineering and Management
<b>Course title</b>	<b>Innovation Management</b>
<b>Hours per week (SWS)</b>	3
<b>Number of ECTS credits</b>	4
<b>Course objective</b>	Having successfully completed the module students are expected to be able to: 1. Identify factors of innovations and innovation management in technically-oriented companies. 2. Gain insights into the problems concerning the emergence and handling of innovations in companies. 3. Apply methods of innovation management.
<b>Prerequisites</b>	Engineering and Business Administration background assumed. Master students only. Priority to exchange students that are enrolled at the department of Engineering and Management!
<b>Recommended reading</b>	Vahs, Brem, Innovationsmanagement, Schäffer, Pöschel, 2013 Hauschild, Salomo, Innovationsmanagement, Vahlen, 2011 Tidd, J., Bessant, J., Pavitt, K., Managing Innovation, 4th edition, Wesley, 2009 Goffin, Mitchell, Innovation Management, Palgrave, 2005 Rogers, Diffusion of Innovation, FREE PRESS, 2003 Metze, G., Marketing sowie Forschung und Entwicklung. In: Marketing-Schnittstellen hrsg. v. W. Pepels, Fortis-Verlag Köln, 2000 Tushman, O'Reilly, Winning through innovation, Harvard Business School Press, 1997
<b>Teaching methods</b>	The module is Taught (T) to an international, intercultural and interdisciplinary audience through: <ul style="list-style-type: none"> <li>• lectures</li> <li>• tutorials/seminars</li> <li>• case studies</li> <li>• directed self-study</li> </ul> Distance Learning (DL) is not available but the course is supported by: <ul style="list-style-type: none"> <li>• podcasts</li> <li>• Moodle</li> </ul>
<b>Assessment methods</b>	The module is assessed by: <ul style="list-style-type: none"> <li>• 1 x 20-minute presentation</li> <li>• 1 x 90-minute written examination at the end of the course</li> </ul> The two assessments are of equal value.
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Mathias Gabrysch
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<b>Link</b>	
<b>Course content</b>	The Role of Innovation Innovation and Economics Contrasting Service with Manufacturing Developing an Innovation Strategy Ideas - Managing Creativity Priorisation – Selecting and Managing Portfolio Implementation of New Products, Processes and Services People, Organization and Innovation The future of innovation Management

**Remarks**