

Courses in English Course Description

Department	10 Business Administration
Course title	Managing Innovation
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	<p>Learning outcomes / skills: Students can identify the principal factors underlying the successful management of innovation with particular focus on volatile, complex, uncertain und ambidextrous environments, recognize the various global challenges faced by managers and leaders today, and give examples of organizations dealing with the various challenges of businesses globally. Once completed this module students will:</p> <ul style="list-style-type: none"> • Demonstrate a critical understanding of the complex nature of the management of innovation and how the social, economic and political factors have influenced, and continue to influence, global decision makers. • Develop a sound understanding of the major theories of leadership and innovation. • Be aware of the role of markets, resources and institutions and their interaction with innovation. • Evaluate and apply learned concepts and theories. <p>Competence Profile (Content and Methods). Students are trained:</p> <ul style="list-style-type: none"> • To understand the use of innovation models and concepts in crafting international strategies. • To integrate the different dimensions of innovation. • To analyze the various conflicting stakeholder interests in the context of searching, synthesizing and selecting innovations. • To become aware of how different cultures and resources directly and indirectly influence innovation capability and the evaluation of innovation styles in various countries. • To recognize the benefits and difficulties of adapting and adopting innovation (eco-)systems from another culture. <p>Competence Profile (Cross-functional) Teamwork: Students will be assigned to teams, with case assignment, for analysis and class presentation. Students not responsible for case presentation on that specific day will be expected to have analyzed the case and be prepared to ask questions. Case studies: The context of international management issues will be covered and discussed through lectures, cases, note sets, and readings. Action Learning: Assigned cases and readings will be the responsibility of the student and may not be part of the classroom lectures. Students are expected to have read the class text assignments.</p>
Prerequisites	Foundation Courses
Recommended reading	<p>Tidd, J. and Bessant, J. (2013). Managing Innovation: Integrating Technological, Market and Organizational Change, Wiley, ISBN-13: 978-1118360637 Peng, M. and Meyer, K. (2016). International Business. 2e, Cengage, ISBN 978-1473722644 Hill, C. (2017). International Business: Competing in the Global Marketplace. 11e, McGraw Hill, ISBN ISBN-13: 978-1260084153 Burgelman, R., Christensen, C. and Wheelwright, S. (2008). Strategic Management of Technology and Innovation. 5e, McGraw-Hill, ISBN-13: 978-0071263290 SUPPLEMENTARY READING AND MATERIALS The Economist, Business Week, The Financial Times, The Wall Street Journal. Corporate Annual Reports Class Handouts, Readings, Journal Articles and other business publications as announced in class. In addition to the above texts and materials, several articles and multimedia presentations are recommended. These will be listed in the updates on Moodle.</p>

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Teaching methods

Deployed methods of business administration:

- Models and Methods of analytics (research- and analytic models):
- Content discussion and delivery follows a case-based research philosophy. Cases will be used to support student learning.
- Quantitative-empirical methods (comparative – statistic, mathematic methods, data analyses):
- In selected cases qualitative, inductive theory will be used to display the critical deficits in using (historical) data only.
- Qualitative-interpretative methods (expert interview, surveys, standardized inquiry):
- Current research findings will be continuously used in class to provide frameworks and content focus.

Methods of Teaching and Learning:

Prerequisites include: In order to successfully pass this module you need to have a sound understanding of business and strategy as well as appropriate English language skills. The seminar is open to qualified Erasmus students.

The pedagogical approach for this class will include interactive lectures, excursions, case analysis and group work. Class participation is expected as a part of the learning process. You are encouraged to bring in relevant current event updates and articles to share with the class. In class activities students will analyze corporate actions, successes and failures, strategy effectiveness, profit results, in view of corporate objectives. We will use the Moodle learning platform to distribute course material. The assessment will be through participation and a final assignment. Assigned readings will be the responsibility of the student and may not be part of the classroom lectures. Students are expected to have read the class text assignments and be prepared to make quality comments during class discussions.

The course also includes an (optional) Off-Site Excursion to intensively work on applied trainings in order to develop applicable skills.

Assessment methods

Language of instruction

English

Name of lecturer

Dr. Sandra Selmanovic

Email

sandra.selmanovic@hm.edu

Link

Course content

The module is designed to develop an in-depth knowledge and understanding of the major leadership and innovation issues businesses are confronted with when developing and operating in global markets. It is devoted to the theoretical and applied aspects of corporate leadership. A special focus is put to innovation procedures, models and processes. It introduces key theories, including the determinants and the impact of innovation management models. Business environmental issues such as business ethics in the global leadership context are also discussed. The theoretical understanding is illustrated and examined by reference to the examples of countries, international institutions, industries and companies and includes the following parts:

• PART 1: MANAGING INNOVATION.

1. Innovation - what it is and why it matters.
2. Innovation as a core business process.

PART 2: CONTEXT.

3. Building the innovative organization.
4. Developing an innovation strategy.

PART 3: SEARCH.

5. Sources of innovation.
6. Innovation networks.

PART 4: SELECT.

7. Decision making under uncertainty.
8. Building the innovation case.

PART 5: IMPLEMENT.

9. Creating new products and services.
10. Exploiting new ventures.

PART 6: CAPTURE.

11. Capturing the benefits of innovation.
12. Capturing learning from innovation.

Remarks