Department	MUC.DAI
Course title	**Management of Innovation**
Course number	405
Hours per week (SWS)	2
Number of ECTS credits	3

Course objective

Professional competence
After attending the course, students will be able to

* analyze and evaluate the interrelationships of a company's business areas in the context of innovation management,
* recognize the main tasks of innovation management and demonstrate their understanding of their implementation, and
* explain and assess the effects of technological development, intelligent systems and AI on innovation management.

Methodological competence
Students can identify the relevant tasks of
identify the relevant tasks of innovation management and design solutions.
They can explain innovation management methods and processes in their own words and apply them to specific practical use cases.

Self-competence
Students are able to orient themselves in the complex field of innovation management and critically reflect on their tasks in the context of temporal, social and legal framework conditions.
They should use this knowledge to apply innovation management methods effectively in practice.

Social competence
After attending the course, students will be able to understand

* what framework conditions are required for innovation management.
* what freedom creative innovators need.
* how they can create added value in the environment of creative innovation.
* how they can communicate with the various stakeholders using technical language.

Prerequisites   none

Recommended reading
* Kavita Ganesan: The Business Case for AI - a leader's guide to AI Strategies, 2022
* Christian von Reventlov and Philipp Thesen: The Digital Shift - Design's new role as AI transforms into personal intelligence, 2019
* Paul Daugherty and James Wilson, Human+Machine - Reimagining work in the age of AI, 2018
* Ajay Agrawal, et al.: Prediction Machines - the simple economics of AI, 2018
* Vahs, Dietmar und Brem, Alexander: Innovationsmanagement - Von der Idee zur erfolgreichen Vermarktung. 5. Aufl., SchäfferPöschel, Stuttgart 2013
* Cooper, Lockwood und Junginger: The Handbook of Design Management, Bloomsbury Academic 2011.
* Baars: Leading Design: How to build a successful business by design!, 2020
* Goffin und Mitchell, Innovation Management: Effective strategy and implementation, Bloomsbury Academic. 2016.

Teaching methods   Seminar-based teaching

Assessment methods   module assignment (ModA)

Language of instruction   English

Name of lecturer   Jennifer Moosbrugger

Email

Link

Course content

The course introduces students to topics such as project definition, portfolio management, creative processes and operational and social constraints.
Terms and connections between the individual sub-steps and aspects are
and aspects are explained. An overview of the historical development and an outlook on future challenges for those involved in the process, particularly in the field of AI, will be provided.

Remarks