

Department	09 Engineering and Management
Course title	Innovation Management
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	Having successfully completed the module students are expected to be able to: <ol style="list-style-type: none"> 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.
Prerequisites	Engineering and Business Administration background assumed. Master students only. Priority to exchange students that are enrolled at the department of Engineering and Management!
Recommended reading	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
Teaching methods	The module is Taught (T) to an international, intercultural and interdisciplinary audience through: <ul style="list-style-type: none"> • lectures • tutorials/seminars • case studies • directed self-study Distance Learning (DL) is not available but the course is supported by: <ul style="list-style-type: none"> • podcasts • Moodle
Assessment methods	The module is assessed by: <ul style="list-style-type: none"> • 1 x 20-minute presentation • 1 x 90-minute written examination at the end of the course The two assessments are of equal value.
Language of instruction	English
Name of lecturer	Prof. Dr. Mathias Gabrysch
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Link	
Course content	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