

Modulbezeichnung:	INNOVATION MANAGEMENT
Stundenplankürzel:	Innov.Mgt
Semester:	Semester 2
Modulverantwortliche(r):	Prof. Dr. Mathias Gabrysch
Dozent(in):	Prof. Dr. Mathias Gabrysch
Sprache:	English
Zuordnung zum Curriculum:	Konsekutiver Masterstudiengang Wirtschaftsingenieurwesen, Pflichtmodul
Lehrform/SWS:	Group size: 30 Lectures, Group discussion / work , Case Studies, Exercises 3 SWS
Arbeitsaufwand:	Attendance: 45 hours Self-study, preparation and follow-up, exam preparation
Kreditpunkte:	4 ECTS
Voraussetzungen:	None
Lernziele/Kompetenzen:	<p>After attending the lectures the students will be able to:</p> <ul style="list-style-type: none"> ▪ understand the importance of innovations for companies and economies / in economics ▪ understand the need for efficient Innovation Management ▪ understand the key success factors for a company to be innovative ▪ understand the main challenges for companies trying to be innovative ▪ apply basic methods and tools needed for Innovation Management ▪ apply methods to leverage innovations and create an innovative culture within a company
Inhalt:	Innovations are the major source for growth in many industrialized countries. This course will answer questions such as: Why are some companies more innovative than others? What are the key success factors and challenges for companies to become more innovative? Are innovations a flash of genius of individuals or are there methods to become more innovative? The teaching method is a mix of theory and practical examples

	<p>taken mainly from case studies. In particular, the following topics will be discussed:</p> <ul style="list-style-type: none"> • The Role of Innovation • Innovation and Economics • Contrasting Service with Manufacturing • Developing an Innovation Strategy • Ideas - Managing Creativity • Prioritization – Selecting and Managing Portfolio • People, Organization and Innovation
<p>Studien- / Prüfungsleistungen:</p>	<p>Written exam (90 minutes)</p>
<p>Literatur:</p>	<ul style="list-style-type: none"> • Tidd, J und J. Bessant, 2013. <i>Managing Innovation: Integrating Technological, Market and Organizational Change</i>. John Wiley & Sons. ISBN 978-1118360637. • Goffin K. and R. Mitchell, 2010. <i>Innovation Management: Strategy and Implementation Using the Pentathlon Framework</i>. Palgrave. ISBN-13: 978-0230205826. • Vahs D. und A. Brem, 2013. <i>Innovationsmanagement: Von der Idee zur erfolgreichen Vermarktung</i>. Schäffer-Poeschel. ISBN-13: 978-3791028576. • Gassmann O. und P. Sutter, 2013. <i>Praxiswissen Innovationsmanagement: Von der Idee zum Markterfolg</i>. Hanser. ISBN-13: 978-3446434516 • Articles and case studies from journals such as “Harvard Business Review”