Innovation Management (Master; Business Administration/ Technical Business Administration/ Business Information Systems)

Course unit code	4.10
Type of course unit	Compulsory
Year of study (if applicable)	2nd year of study
Semester when the course unit is delivered	
Period	Every Semester
Duration	One semester
Number of ECTS credits allocated	5
Name of lecturer(s)	Dr. Saskia Bochert Contact: Saskia.Bochert@fh-kiel.de Profile: http://www.fh-kiel.de/index.php?id=5920
Module Leader	Prof. Dr. Ute Vanini Contact: Ute.Vanini@fh-kiel.de Profile: http://www.fh-kiel.de/index.php?id=98
Course description	This class aims at the acquisition of knowledge concerning the basic concepts, theories and instruments of Innovation Management. The goal is to understand different approaches to manage innovation processes (problem-solving competence). Throughout the whole course consideration and reflection will be made as to how specific theoretical approaches and concepts explain what can be observed in companies. This will also be supported through case studies. The main aims of this course in terms of content are: • Understanding the notion 'innovation' and the general foundations of innovation management • Understanding of the Innovation and Technology Management process with its components and theoretical concepts • Gain insights in some specific areas

	of Innovation Management
Objectives of the course, preferably expressed in terms of learning outcomes and competences	<u>Learning outcome</u> General and detailed knowledge about the concepts of innovation management. <u>Learning competences:</u> Learning of problem solving process concerning innovation management problems Competences in reading and working with scientific articles Competences in writing scientific papers
Course contents	**I. Foundations of Innovation Management** 1. Innovation Management: An Introduction 2. Macro Factors and Innovations 3. Managing Intellectual Property 4. Managing Organizational Knowledge **II. Process of Innovation and Technology Management** 5. External and internal technology-based Analysis 6. Technology-Portfolio 7. Selection of Technology Strategies **III. Specific Aspects of Innovation and Technology Management** 8. New Product Development 9. Management of Research & Development 10. Strategic Alliances and Networks 11.The Role of Technology Transfer in Innovation
Prerequisites and co-requisites	Knowledge of the English Language
Number of contact hours per week/en bloc	4 hours weekly

Distribution of workload in hours		
	Contact hours	45
	Self-study	30
	Practical work/ Preparation of written paper/ presentation	30
	Preparation of final written assignment	45

| Recommended or required reading | • Slides (available in LMS)
• Parts of the following books:
   - Trott, P. (2011), Innovation Management and New Product |

	Development, 5th Edition, Harlow / UK.
	- Hauschildt, J., Salomo, S. (2011), Innovationsmanagement, 5. überar., ergänz. u. erw. Aufl., München
	- Tidd, J., Bessant, J. (2013) Managing Innovation, Integrating Technological, Market, and Organizational Change, 5th Edition, Wiley, UK
	• Various articles (listed in LMS)
Learning activities and teaching methods	• lecture • self-directed learning and reading / preparation for the written exam • participants need to prepare a case study presentation
Assessment methods and criteria	• 2 hours written exam at the end of the course (70% of the final grade) • (group) presentation of a case study / innovation topic (30% of the final grade) The passing of the (group) presentation is compulsory before taking the written exam. Handing in a minimum of two peer evaluations for the group presentations is compulsory before taking the written exam. Both assessments should be passed during one semester.
Alternative ways of assessment possible upon agreement	No
Weight of grade in total	5/120
Language of instruction	English
Particularities	The class has an interdisciplinary approach. It looks at economic as well as technical and legal aspects of innovation management.
Time and place	See lms / e-learning site of the module
Start Date	See lms / e-learning site of the module
Application	Please register via e-mail (Saskia.Bochert@fh-kiel.de) and register in LMS! General information about the course can be found in German and English in LMS!