

## 4.10 - Innovationsmanagement

### 4.10 - Innovation Management

<b>Allgemeine Informationen</b>	
<b>Modulkürzel oder Nummer</b>	4.10
<b>Eindeutige Bezeichnung</b>	
<b>Modulverantwortlich(e)</b>	Prof. Dr. Bochert, Saskia (saskia.bochert@haw-kiel.de) Prof. Dr. Vanini, Ute (ute.vanini@haw-kiel.de)
<b>Lehrperson(en)</b>	Prof. Dr. Bochert, Saskia (saskia.bochert@haw-kiel.de)
<b>Wird angeboten zum</b>	Wintersemester 2018/19
<b>Moduldauer</b>	1 Fachsemester
<b>Angebotsfrequenz</b>	Regelmäßig
<b>Angebotsturnus</b>	In der Regel jedes Semester
<b>Lehrsprache</b>	Englisch
<b>Empfohlen für internationale Studierende</b>	Ja
<b>Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)</b>	Nein

<b>Studiengänge und Art des Moduls (gemäß Prüfungsordnung)</b>
Studiengang: M.A. - BWL Lehre - Betriebswirtschaftslehre (konsekutiv) Modulart: Pflichtmodul Fachsemester: 4
Studiengang: M.A. - BWL Lehre NB - Betriebswirtschaftslehre für Nicht-Betriebswirt*innen Modulart: Wahlmodul Fachsemester: 1, 2, 3, 4
Studiengang: M.A. - TBWL - Technische Betriebswirtschaft Modulart: Pflichtmodul Fachsemester: 4
Studiengang: M.Sc. - MIE - Information Engineering (PO 2022, V3) Vertiefungsrichtung: Business IT-Management Modulart: Wahlmodul Fachsemester: 1, 2, 3, 4

<b>Kompetenzen / Lernergebnisse</b>
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>
<ul style="list-style-type: none"> <li>• Students know basic concepts, theories and instruments of Innovation Management.</li> <li>• Students can name the advantages and disadvantages of these concepts.</li> <li>• Students know how to systematically solve complex innovation management tasks.</li> <li>• Students know how to read and work with scientific articles.</li> <li>• Students can present Innovation Management topics and relate them to the overall content of the class.</li> </ul>

<ul style="list-style-type: none"> <li>• Students can link the concepts, theories and instruments of Innovation Management to real cases and reflect on how specific theoretical approaches and concepts explain what can be observed in companies.</li> <li>• Students can connect their prior knowledge (from other modules or previous study-/work-experience) to tasks in this module and possibly combine this knowledge with the newly learned innovation concepts for problem solving.</li> </ul>
<ul style="list-style-type: none"> <li>• Students can describe and explain innovation management concepts and theories to experts and non-experts.</li> <li>• Students can defend their ideas in groups but also show empathy for other opinions.</li> <li>• Students are open to work in teams in changing rolls, including taking over leadership.</li> <li>• Students are open to exchange ideas and to develop new solutions for complex innovation tasks with other experts.</li> </ul>
<p>Self competence:</p> <ul style="list-style-type: none"> <li>• Students can work independently on innovation management problems.</li> <li>• Students can reflect on their individual learning to gain experience for future learning experiences.</li> </ul> <p>Systemic competence:</p> <ul style="list-style-type: none"> <li>• Students can reflect on their learning and apply their learning results to real environments.</li> <li>• Students can place their newly acquired knowledge in a wider (societal, political, economic) context.</li> </ul>

### Angaben zum Inhalt

<b>Lehrinhalte</b>	<p>The content of the module can change slightly from semester to semester, depending on current topics in the area of innovation management.</p> <ul style="list-style-type: none"> <li>• Definition of the notion 'Innovation' as well as theoretical concepts and theories in Innovation Management (linear models, dominant design, open innovation, disruptive innovation etc.).</li> <li>• The role of governmental support in innovation processes, intellectual property rights as well as knowledge management.</li> <li>• Necessary analyses and information collection for strategic innovation decisions (external as well as internal analyses / potential opportunities and threats for innovation processes (e.g., scanning for emerging technologies, identifying lead users, etc.) as well as strengths and weaknesses (e.g., core competencies, innovation culture, etc.)).</li> <li>• Specific aspects of Innovation Management are discussed (e.g., new product development, the management of research &amp; development, strategic alliances and networks, technology transfer, etc.).</li> </ul> <p>The course content will be complemented with student presentations. Possible topics for the presentations include: Innovation through Design Thinking, Blue Ocean Strategy, Stage-Gate Models, Technology Roadmaps, Digitalization and innovation processes, Business Model Innovation, Fuzzy Front End, Innovation Performance Measurements, LeanStartup, Frugal / reverse innovation, etc.</p>
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<b>Literatur</b>	<ul style="list-style-type: none"> <li>• Slides</li> <li>• Parts of the following books:          Trott, P. (2016), Innovation Management and New Product Development, 6th Edition, Harlow / UK.          Hauschildt, J., Salomo, S., Schultz, C., Kock, A. (2016), Innovationsmanagement, 6. überar., ergänz. u. erw. Aufl., München          Tidd, J., Bessant, J. (2013) Managing Innovation, Integrating Technological, Market, and Organizational Change, 5th Edition, Wiley, UK</li> <li>• Various articles (listed in LMS)</li> <li>• Students will be provided with further literature suggestions for their presentation topics in class.</li> </ul>
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### Lehrformen der Lehrveranstaltungen

<b>Lehrform</b>	<b>SWS</b>
Lehrvortrag	4

### Arbeitsaufwand

<b>Anzahl der SWS</b>	4 SWS
<b>Leistungspunkte</b>	5,00 Leistungspunkte
<b>Präsenzzeit</b>	48 Stunden
<b>Selbststudium</b>	102 Stunden

### Modulprüfungsleistung

<b>Voraussetzung für die Teilnahme an der Prüfung gemäß PO</b>	Keine
<b>4.10 - Präsentation</b>	Prüfungsform: Präsentation Dauer: 20 Minuten Gewichtung: 30% wird angerechnet gem. § 11 Absatz 2 PVO: Nein Benotet: Ja
<b>4.10 - Klausur</b>	Prüfungsform: Klausur Dauer: 120 Minuten Gewichtung: 70% wird angerechnet gem. § 11 Absatz 2 PVO: Nein Benotet: Ja

### Sonstiges

<b>Empfohlene Voraussetzungen</b>	Englischkenntnisse
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