HAW Kiel
Hochschule für Angewandte Wissenschaften Kiel
Kiel University of Applied Sciences

4.10 - Innovationsmanagement

4.10 - Innovation Management

General information	
Module Code	4.10
Unique Identifier	
Module Leader(s)	Prof. Dr. Bochert, Saskia (saskia.bochert@haw-kiel.de) Prof. Dr. Vanini, Ute (ute.vanini@haw-kiel.de)
Lecturer(s)	Prof. Dr. Bochert, Saskia (saskia.bochert@haw-kiel.de)
Offered in Semester	Wintersemester 2018/19
Module duration	1 Semester
Occurrence frequency	Regular
Module occurrence	In der Regel jedes Semester
Language	Englisch
Recommended for international students	Yes
Can be attended with different study programme	No

Curricular relevance (according to examination regulations)
Study Subject: M.A. - BWL Lehre - Betriebswirtschaftslehre (konsekutiv) Module type: Pflichtmodul Semester: 4
Study Subject: M.A. - BWL Lehre NB - Betriebswirtschaftslehre für Nicht-Betriebswirt*innen Module type: Wahlmodul Semester: 1, 2, 3, 4
Study Subject: M.A. - TBWL - Technische Betriebswirtschaft Module type: Pflichtmodul Semester: 4
Study Subject: M.Sc. - MIE - Information Engineering (PO 2022, V3) Study Specialization: Business IT-Management Module type: Wahlmodul Semester: 1, 2, 3, 4

Qualification outcome
Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.
• Students know basic concepts, theories and instruments of Innovation Management. • Students can name the advantages and disadvantages of these concepts. • Students know how to systematically solve complex innovation management tasks. • Students know how to read and work with scientific articles. • Students can present Innovation Management topics and relate them to the overall content of the class.
• 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. • 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.

• Students can describe and explain innovation management concepts and theories to experts and non-experts. • Students can defend their ideas in groups but also show empathy for other opinions. • Students are open to work in teams in changing rolls, including taking over leadership. • Students are open to exchange ideas and to develop new solutions for complex innovation tasks with other experts.
Self competence: • Students can work independently on innovation management problems. • Students can reflect on their individual learning to gain experience for future learning experiences. Systemic competence: • Students can reflect on their learning and apply their learning results to real environments. • Students can place their newly acquired knowledge in a wider (societal, political, economic) context.

Content information	
Content	The content of the module can change slightly from semester to semester, depending on current topics in the area of innovation management. • Definition of the notion 'Innovation' as well as theoretical concepts and theories in Innovation Management (linear models, dominant design, open innovation, disruptive innovation etc.). • The role of governmental support in innovation processes, intellectual property rights as well as knowledge management. • 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.)). • Specific aspects of Innovation Management are discussed (e.g., new product development, the management of research & development, strategic alliances and networks, technology transfer, etc.). 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.
Literature	• Slides • 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 • Various articles (listed in LMS) • Students will be provided with further literature suggestions for their presentation topics in class.

Teaching formats of the courses	
Teaching format	**SWS**

Lehrvortrag	4

Workload	
Number of SWS	4 SWS
Credits	5,00 Credits
Contact hours	48 Hours
Self study	102 Hours

Module Examination	
Examination prerequisites according to exam regulations	None
4.10 - Präsentation	Method of Examination: Präsentation Duration: 20 Minutes Weighting: 30% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes
4.10 - Klausur	Method of Examination: Klausur Duration: 120 Minutes Weighting: 70% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes

Miscellaneous	
Recommended Prerequisites	Englischkenntnisse