<table>
<thead>
<tr>
<th>Modul-Nr./ Module-Code</th>
<th>BMSIB4300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modulbezeichnung / Module title</td>
<td>Innovation Management</td>
</tr>
<tr>
<td>Semester or Trimester</td>
<td>BMSIB4310: 5th</td>
</tr>
<tr>
<td></td>
<td>BMSIB4320: 6th</td>
</tr>
<tr>
<td>Dauer des Moduls / Duration of the Module</td>
<td>2 semesters</td>
</tr>
<tr>
<td>Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)</td>
<td>Major (Elective)</td>
</tr>
<tr>
<td>Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules</td>
<td>BMSIB4310: Innovation Management (Basics)</td>
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<tr>
<td></td>
<td>BMSIB4320: Innovation Management (Creativity)</td>
</tr>
<tr>
<td>Häufigkeit des Angebots des Moduls / The module is offered ...</td>
<td>BMSIB4310: Annually (winter semester)</td>
</tr>
<tr>
<td></td>
<td>BMSIB4320: Annually (summer semester)</td>
</tr>
<tr>
<td>Zugangsvoraussetzungen / Prerequisites for attending</td>
<td>Recommended: Successful completion of BMS foundation courses</td>
</tr>
<tr>
<td>Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses</td>
<td>Globalization and the related shorter life cycles require a more strategic approach to innovation management. Aspects of innovation management are vital for every organization and every student. The module helps the student to identify, analyze and implement product and service innovations in organizations. That is support by an understanding of creativity and business models in the context of innovation management.</td>
</tr>
<tr>
<td>Modulverantwortliche/r / Lecturer in charge:</td>
<td>Prof. Dr. Björn P. Jacobsen</td>
</tr>
<tr>
<td>Name der/des Hochschullehrer/s / Name of lecturer(s)</td>
<td>Prof. Dr. Björn P. Jacobsen</td>
</tr>
<tr>
<td>Lehrsprache / Language of Instruction</td>
<td>English</td>
</tr>
<tr>
<td>Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Gesamtworkload und ihre Zusammen- setzung / Workload and its composition</td>
<td>150 hours (86 h self-study; 64 h contact time)</td>
</tr>
<tr>
<td>SWS / Semester periods per week</td>
<td>4</td>
</tr>
<tr>
<td>Art der Prüfung / Assessment methods</td>
<td>Written examination (1 hour)</td>
</tr>
<tr>
<td>Gewichtung der Note in der Gesamtnote / Weight in final grade</td>
<td>4 %</td>
</tr>
<tr>
<td>Qualifikationsziele des Moduls / Learning outcomes of the Module</td>
<td>Knowledge &amp; Understanding Students understand the importance of successfully implementing product and process innovations. They learn how to take a systematic approach to innovation, from generating ideas to prototyping.</td>
</tr>
</tbody>
</table>
**Applying Knowledge & Understanding**
Students will be required to identify and analyze product and service innovations in selected markets.

**Making judgments**
Students learn to assess the relevance of innovations and their contribution to the success of the company.

**Communication**
The results of the innovation identification and analysis are presented in written form.

**Learning skills**
This module prepares students for a well-judged approach to all questions that are related to innovation. Also, they know how to initiate and handle innovations and can apply methods of innovation management in any given company.

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**Inhalte des Moduls / Syllabus**

<table>
<thead>
<tr>
<th>Course Code: BMSIB4310</th>
<th>Definition and characteristics of innovation</th>
<th>Triggers of innovation</th>
<th>Objects of innovation</th>
<th>Types and pace of innovation</th>
<th>History of innovation</th>
<th>Design Thinking (DT) background - Rationale, history, DT in practice</th>
<th>DT elements: Basics, understand, observe, point of view, ideate, prototype, test</th>
<th>DT tools - Tools in phases understand, observe, point of view, ideate, prototype, test</th>
</tr>
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</table>

| Course Code: BMSIB4320 | Creativity management: Background, routine, curiosity, creativity, risk-taking, collaboration | Business model creation |

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**Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module**
Flipped learning with online lectures and onsite lectures, including seminar elements (case studies, discussions, group work, presentations)

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**Besonderes / Special Features**
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**Literatur / Literature**

| Compulsory Literature |
Materials distributed with the syllabus.

<p>| Recommended Literature |</p>
<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Publisher/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Design Thinking</td>
<td>Jacobsen, B.P. (2021)</td>
<td>NMC Education</td>
</tr>
</tbody>
</table>

All titles in the current edition. For updated bibliographies, see the course syllabus.