

Modul-Nr./ Module-Code	BMSIB4300	
Modulbezeichnung / Module title	Innovation Management	
Semester or Trimester	BMSIB4310: 5 th	
	BMSIB4320: 6 th	
Dauer des Moduls / Duration of the Module	2 semesters	
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)	
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	BMSIB4310: Innovation Management	
	BMSIB4320: Idea Generation & Assessment	
Häufigkeit des Angebots des Moduls / The module is offered ...	BMSIB4310: Annually (winter semester)	
	BMSIB4320: Annually (summer semester)	
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses	
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	Aspects of innovation management are vital for every company and every student. The module helps the student to identify, analyze and manage product and service innovations in companies, to apply innovation management methods and to implement an innovation culture. In addition, globalization and the related shorter life cycles require a more strategic approach to innovation management. Successful innovation rests upon developing individual and group creativity within a business context.	
Modulverantwortliche/r / Lecturer in charge:	Prof. Dr. Björn P. Jacobsen	
Name der/des Hochschullehrer/s / Name of lecturer(s)	Prof. Dr. Björn P. Jacobsen	
	Prof. Dr. Hiltgunt Fanning	
Lehrsprache / Language of Instruction	English	
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	2	5
	3	
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)	
SWS / Semester periods per week	4	
Art der Prüfung / Assessment methods	Written examination (1 hour)	
	Oral presentation (20 minutes) with a documentation (2.500 words)	
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %	
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Students understand the importance of successfully implementing product and process innovations. They learn how to	

	<p>take a systematic approach to innovation from generating ideas to prototyping.</p> <p><u>Applying Knowledge & Understanding</u> Students will be required to identify and analyze product and service innovations in selected markets. Results will be applied in a trend radar.</p> <p><u>Making judgments</u> Students learn to assess the relevance of innovations and their contribution to the success of the company.</p> <p><u>Communication</u> The results of the innovation identification and analysis are presented in written form.</p> <p><u>Learning skills</u> This module prepares students to a well-judged approach to all questions that are related to innovation. In addition, they know how to initiate and handle innovations and can apply methods of innovation management in any given company</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>BMSIB4310: Introduction - relevance of innovation: macro-economic relevance, micro-economic relevance, definition: innovation, improvements, invention, R&D Strategy - types of strategies, strategic instruments Processes in innovation management – strategic innovation management, operational innovation management, managing ideas, financing innovations, marketing of innovations, market introduction of innovations Organizational Structures - company structures, innovation culture, innovation by cooperation Methods - creativity techniques, knowledge management, information systems Controlling and Governance – key performance indicators</p> <p>BMSIB4320: Defining Creativity – The Creative Process – Testing and Assessing Human Creative Potential – Creative Methods for Individuals & for Groups</p>

Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures interspersed with seminar elements (case studies, discussions, group work, presentations)
Besonderes / Special Features	Company visit
Literatur / Literature	<p>BMSIB4310: Compulsory Literature Materials distributed with lecture notes.</p> <p>Recommended Literature</p> <p>Christensen, C.M. (2003), The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, 3rd Ed., HBS Press, Cambridge, MA</p> <p>Clegg, B. (1999), Creativity and Innovation for Managers, NY, Routledge Education</p> <p>Hamel, G, Prahalad, C.K. (1994), Competing for the Future, Boston</p> <p>Littkemann, J. (2005), Innovationscontrolling, München, Vahlen.</p> <p>Reichwald, R., Piller, F. (2006), Interaktive Wertschöpfung. Open Innovation, Individualisierung und neue Formen der Arbeitsteilung, Wiesbaden, Gabler</p> <p>Schulz, C. (2009), Organising User Communities for Innovation Management, Wiesbaden, Gabler.</p> <p>Trott, P. (2011), Innovation Management and New Product Development, 5th Ed., Harlow</p> <p>Vahs, D., Brem, A. (2013), Innovationsmanagement; Von der Idee zur erfolgreichen Vermarktung, 4th Ed., Stuttgart: Schäffer-Poeschel.</p> <p>All titles in the current edition. For updated bibliographies, see the course syllabus</p>
	<p>BMSIB4320:</p> <p>1. BRABANDERE, Luc de & INY, Alan (2013): Thinking in New Boxes. Five</p>

	<p>essential steps to spark the next big idea. Boston Consulting Group.</p> <ol style="list-style-type: none"> 2. GRAY, Dave / BROWN, Sunni / MACANUFO, James (2010): Gamestorming. A Playbook for Innovators, Rulebreakers, and Changemakers. O'Reilly Media: Cambridge (MA). 3. HOROWITZ, Roni: Introduction to ASIT. 4. MEYER, Jens-Uwe (2008): Das Edison-Prinzip. Der genial einfache Weg zu erfolgreichen Ideen. Campus-Verlag: Frankfurt (M.) 5. SAUVONNET, Emmanuel/BLATT, Markus (Eds.) (2014): Wo ist das Problem? Design Thinking als neues Management-Paradigma. al-Verlag Heckmann & Meinzer, Frankfurt am Main. 6. SILVERSTEIN, David / SAMUEL, Philip / De CARLO, Neil (2009): The Innovator's Toolkit: 50+ Techniques for Predictable and Sustainable Organic Growth. John Wiley & Sons, Inc.: Hoboken (NJ). 7. TROTT, P. (2011), Innovation Management and New Product Development, 5th ed., Harlow
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