

Innovation Management						
Module Code	Workload 90 hrs.	Credits 3	Semester 4	Frequency of Module Only winter semester	Duration 1 Semester	
1	Module Components		Teaching Language	Contact Hours	Self Study	Class Size
	a) Innovation Management		a) English	a) 22,5 hrs.	a) 37,5 hrs.	a) 30
	b) Cases in Innovation Management		b) English	b) 11,25 hrs.	b) 18,75 hrs.	b) 30
2	<p>Learning Outcomes</p> <p>After successful completion of the module the students can</p> <p>Knowledge (1) ... be aware of the typical phases of an innovation process. ... describe the different types and forms of innovation.</p> <p>Comprehension (2) ... recognize the impact of digitization on product, service and process innovations in different industries. ... discuss advantages and disadvantages of different innovation strategies. ... identify successful patterns of innovation.</p> <p>Application (3) ... examine necessary changes regarding the inter- and intra-organizational management of innovation caused by digitization. ... assess the success factors of innovative firms. ... develop recommendations for successful innovation processes. ... relate aspects of strategic management to innovation management.</p>					
3	<p>Individual Component Content</p> <p>a) - Different types and forms of innovation - Holistic innovation planning - Innovation strategy - Innovation measurement - Managing the innovation process - Potential for disruptive innovative business models based on digitization and Industry 4.0 technologies - Innovation challenges for traditional businesses through digitization - Social innovation</p>					

4	Teaching Methods a) Lecture b) Seminar
5	Prerequisites Successful completion of the module "Introduction to Business Management".
6	Methods of Assessment Modulprüfung Innovation Management 1K (Written Exam) (3 LP)
7	Applicability of Module Business Management and Psychology B.A. (BMP)
8	Person Responsible for Module Prof. Dr. Eva Kirner (Module Responsible)
9	Reading List (Core Texts and Recommended Texts)