

Module Description/Syllabus

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| Module | Concepts of Innovation Management and Entrepreneurship (SP Entrepreneurship) | | | |
| Course Title | Basics and Trends of Innovation Management | | Overall grade weighting (in %), see Study and Examination Regulations | |
| Course of Studies | Business Studies | | | |
| Examination No. (SuP) | <input type="text"/> | valid SER | <input type="text"/> | |
| Mode of Study | <input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time | | | |
| Study Cycle | <input checked="" type="radio"/> Bachelor <input type="radio"/> Master | | | |
| Frequency | <input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester | | | |
| Language Competence Level and Course code SAP | <input type="checkbox"/> | | | |
| Language of instruction | <input checked="" type="radio"/> English <input type="radio"/> German | | Level of course | <input type="text" value="4th semester"/> |
| Lecturer/s | See Course Catalogue | | | |
| Typ of course | <input type="radio"/> compulsory <input checked="" type="radio"/> optional | | Duration | <input type="text" value="1 semester"/> |
| Mode of delivery | Classroom Lecture | | | |
| Responsible for the module | Prof. Dr. Thomas Bayer / Lecturer: Dr. Hanna Brehm | | | |
| Teaching Methods | <input type="text"/> <input type="text"/> <input type="text"/> | | | |
| Work parameters | self-studies (hours) | contact time (hours) | total (hours) | Units ("UE") |
| | <input type="text" value="38"/> | <input type="text" value="22,5"/> | <input type="text" value="60,5"/> | <input type="text" value="15"/> |
| Number of participants min./max. | <input type="text" value="10"/> // <input type="text" value="30"/> | ECTS-Points | <input type="text" value="02"/> | Volume (hours per semester week) <input type="text" value="04"/> |
| Use for other studies | <input type="text"/> <input type="text"/> Bachelor of Business Studies Bachelor of Business Psychology | | | |

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| <p>Requirements for participation/ required competencies</p> | <p>Successful completion of first 3 semesters on basic business studies English language level B2</p> |
| <p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p> | <p>Basics of contemporary innovation management Overview of relevant aspects of innovation management Insights into innovation management practice Hands on experience in innovation tools and methods Knowledge of trends in innovation management</p> |
| <p>Learning Content</p> | <p>Definition of innovation Importance of innovation for companies/ innovation as a strategic goal Types and levels of innovation Innovation related models (s-curve and hype cycle) Innovation management framework Evolution of innovation management Open versus closed innovation, market pull versus technology push KPIs in innovation management Trends, scenarios, foresight Innovation strategy Strategic innovation search fields and opportunity areas Innovation methods Idea management Front end versus back end innovation, the innovation funnel Innovation processes Guest lecture: IP management</p> |

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| Learning Content | | | |
| Particular admission requirements (if applicable) | N/A | | |
| Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination | N/A | | |
| Assessment method(s) | See Study and Examination Regulations | | |
| Recommended or required reading and other learning resources/tools | Christensen, C. M. (2016): The innovator's dilemma: when new technologies cause great firm's to fail, Harvard Business Review Press: Boston. | | |
| Additional (module) information | | | |
| Document Version | SS2021 | Document Date | 02.08.2021 |
| Document was created by | Prof. Dr. Thomas Bayer | Valid from | 02.08.2021 |
| Updated | | by | |
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