

Module Description/Syllabus

● BE ○ IM ○ HM ○ CfPS

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Module	Business Development & Innovation			Module-Number	
Course Title	- Business Development - Innovation			Overall grade weighting (in %)	
Recommended alternative modules or courses					
Course of Studies	Business Studies				
Examination No. (SuP)				valid SER	
Mode of Study	☒ full-time ☐ part-time				
Study Cycle	☒ Bachelor	☐ Master			
Frequency	☒ winter term ☐ summer term ☐ each semester				
Language Competence Level and Course code SAP	☐				
Responsible for the module	Prof. Dr. Kunze				
Lecturer/s	Prof. Dr. Kunze				
Typ of course	☐ compulsory		☒ optional		
Mode of delivery	In person				
Language of instruction	☒ English		☐ German		Level of course 4th semester
Teaching Methods	Lectures, Exercises, Group Work, Case Studies			Duration	1 semester
Work parameters	contact hours in lecture form	exercises (hours)	self-studies (hours)	total (hours)	
	eLearning (hours)	examination preparation (hours)	Transfer (hours)	Units ("UE")	
Number of participants min./max.	10 / 30		ECTS-Points	Volume	(hours per semester week) 6
			7		
Use for other studies					

Prerequisites/ Required competencies	Competencies gained through the HNU Business studies programme (1st – 3rd semester) or equivalent qualifications acquired elsewhere
Learning Outcome 1) Knowledge 2) Skills 3) Responsibility and autonomy Description eight EQF Levels and Learning Outcome (1-3)	Subject-Specific Competence: Students are able to technically understand, apply, and evaluate selected innovations (e.g. 3D printing, drones, etc.) from a business and economic perspective. Methodological Competence: Students are able to apply methods of business development (e.g. creativity techniques, potential assessments, profitability evaluations and analyses, methods for product idea development and implementation, and for business model development, etc.) to specific innovations. Self-Competence: Students are able to research relevant methods of <i>business development</i> and <i>innovation management</i> in academic literature and to independently familiarize themselves with new methods based on existing literature. Furthermore, they are capable of applying what they have learned to concrete problem statements. Social Competence: Students are able to work both independently and responsibly as well as
Content	Each semester, one or two innovations (e.g. 3D printing, drones, etc.) are examined in greater detail. In the course “Business Development” (2 hours per week), • introductory methods of <i>business development</i> and <i>innovation management</i> are taught. • additional methods are independently researched, prepared, and presented by the students. In the course “Innovation” (4 hours per week), • the technical fundamentals of the respective innovation are taught. • further details are independently researched, prepared, and presented by the students. • the respective innovation(s) are tested in practice (e.g. in lab exercises or project work). • the respective innovation(s) are evaluated from a business and economic perspective. • the results of the testing and evaluation are prepared and presented.

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Particular admission requirements (if applicable)			
Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination			
Assessment method(s)	generally conducted as a portfolio assessment		
Assessment criteria	min. 50% of achievable points		
Required reading resources	Brinkinshaw & Mark: Key MBA-Models; Pearson Education Limited, Harlow, London, New York – neueste Auflage Kunze, Schilp et al: 3D-Druck für Führungskräfte, Carl Hanser Verlage München – neueste Auflage Anderhofstadt & Dissekamp: Disruptiver 3D-Druck, Carl Hanser Verlage München – neueste Auflage 		
Additional (module) information			
Document Version			
Document date			
Document was created by			
Valid from	01.10.2026		
Updated		by	
	save send		