

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 (Basics)	
	BMSIB4320: Innovation Management (Creativity)	
Häufigkeit des Angebots des Moduls / The module is offered ...	BMSIB4310: Annually (winter semester)	
	BMSIB4320: Annually (summer semester)	
Zugangsvoraussetzungen / Prerequisites for attending	Recommended: Successful completion of BMS foundation courses	
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	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.	
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. Björn P. Jacobsen	
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)	
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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 take a systematic approach to innovation, from generating ideas to prototyping.	

	<p><u>Applying Knowledge & Understanding</u> Students will be required to identify and analyze product and service innovations in selected markets.</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 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</p>
Inhalte des Moduls / Syllabus	<p>BMSIB4310: Definition and characteristics of innovation Triggers of innovation Objects of innovation Types and pace of innovation History of innovation Design Thinking (DT) background - Rationale, history, DT in practice DT elements: Basics, understand, observe, point of view, ideate, prototype, test DT tools - Tools in phases understand, observe, point of view, ideate, prototype, test</p> <p>BMSIB4320: Creativity management: Background, routine, curiosity, creativity, risk-taking, collaboration Business model creation</p>
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)
Besonderes / Special Features	-
Literatur / Literature	<p><i>Compulsory Literature</i></p> <p>Materials distributed with the syllabus.</p> <p><i>Recommended Literature</i></p>

Christensen, C.M. (2003), *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*, 3rd Ed., HBS Press, Cambridge, MA

Clegg, B. (1999), *Creativity and Innovation for Managers*, NY, Routledge Education

Hamel, G, Prahalad, C.K. (1994), *Competing for the Future*, Boston

Jacobsen, B.P. (2021), *Introduction to Design Thinking*, NMC Education

Reichwald, R., Piller, F. (2006), *Interaktive Wertschöpfung. Open Innovation, Individualisierung und neue Formen der Arbeitsteilung*, Wiesbaden, Gabler

Trott, P. (2011), *Innovation Management and New Product Development*, 5th Ed., Harlow

Vahs, D., Brem, A. (2013), *Innovationsmanagement; Von der Idee zur erfolgreichen Vermarktung*, 4th Ed., Stuttgart: Schäffer-Poeschel.

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