

Modul-Nr./ Module-Code	BMSB4100	
Modulbezeichnung / Module title	Innovation Management	
Semester or Trimester	BMSB4110: 5 th	
	BMSB4120: 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	BMSB4110: Innovation Management	
	BMSB4120: Idea Generation & Assessment	
Häufigkeit des Angebots des Moduls / The module is offered ...	BMSB4110: Annually (winter semester)	
	BMSB4120: 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	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	
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 take a systematic approach to innovation, from generating ideas to prototyping. <u>Applying Knowledge & Understanding</u>	

	<p>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>BMSB4110: 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>BMSB4120: Creativity management: Background, routine of innovation and creativity, curiosity, creativity, risk-taking, collaboration</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Seminar elements, Slidecasts, Exercise, Quiz, Group Work, Presentation
Besonderes / Special Features	<p>The Nordic countries are frequently rated as the most innovative economies. Therefore, this module uses cases to illustrate the innovation approaches by Nordic organisations.</p> <p>This course is offered in the blending learning format.</p>
Literatur / Literature	Compulsory Literature:

	<p>Materials distributed with the syllabus.</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>Hamel, G, Prahalad, C.K. (1994), Competing for the Future, Boston</p> <p>Jacobsen, B.P. (2021), Introduction to Design Thinking, NMC Education</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.</p> <p>For updated bibliographies, see the course syllabus</p>
	<p>Compulsory Literature:</p> <p>Materials distributed with the syllabus.</p> <p>Recommended Literature:</p> <p>Jacobsen, B.P. (2021), Introduction to Design Thinking, NMC Education</p> <p>All titles in the current edition.</p> <p>For updated bibliographies, see the course syllabus</p>