

Modul-Nr./ Module Code	INNOM1400	
Modulbezeichnung / Name of Module	Specific Topic II: Designing Digital Innovations	
Semester	1 st	
Dauer des Moduls / Length of module	1 semester	
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory subject	
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-module	INNOM1410 Introduction	
	INNOM1420 Applied Project	
Häufigkeit des Angebots des Moduls / The module is provided	Annually (winter semester)	
Zugangsvoraussetzungen / Prerequisites for attending	None	
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Other business related or IT-related degree programs at our faculty.	
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Jasminko Novak	
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Jasminko Novak	
Lehrsprache / Language of Instruction	English	
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	3	6
	3	
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	180 hours (116 h self-study; 64 h contact time)	
SWS / Contact hours per week	2	4
	2	
Art der Prüfung (Voraussetzung für die Vergabe von Leistungspunkten) / Type of assessment (Requirements for awarding credit points)	Application practice 60 hours)	
Gewichtung der Note in der Gesamtnote / Percentage of overall mark	11,11 %	
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p><u>Knowledge & Understanding</u> Understanding innovation processes for digital innovations. Knowing and understanding selected methods and techniques for human-centred design of digital innovations, e.g. new products and services in companies.</p> <p><u>Applying knowledge and Understanding</u> Students are able to apply selected procedures, methods and techniques of human-centred development to a real-world problem in order to develop an innovative solution. They are able to effectively apply methods, techniques and tools to elicit user needs and to create mock-ups and prototypes in the development of an innovation idea.</p> <p><u>Making judgements</u></p>	

	<p>Students are able to select the appropriate methods and techniques of user-centred development for the respective problem. They are able to check and critically assess the suitability of different solution approaches and innovation prototypes using appropriate evaluation methods.</p> <p><u>Communication</u> Students are able to clearly and convincingly communicate ideas and results (e.g. in the group project). They know how to give feedback to team colleagues in the problem-solving process and how to discuss challenges in the innovation process.</p> <p>Results of the practical exercises and project work in the application of introduced methods for the design of digital innovations are documented in the form of concept sketches, diagrams, process models, mock-ups and (interactive) prototypes, presented in class and discussed.</p> <p><u>Learning skills</u> By solving real-world problems, analytical and constructivist learning strategies are taught and promoted. The students develop their abilities to deal effectively with complex, unstructured problems, which strengthens their ability to continue their studies in a goal-oriented and self-determined manner and to complete them effectively. In particular, they deepen their ability to use theoretical knowledge to develop creative solutions to real-world problems. In group work, the further development of their teamwork skills and informal learning is promoted through knowledge exchange between peers.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>INNOM1410 Introduction</p> <ul style="list-style-type: none"> ▪ Overview of modern innovation processes for developing digital innovations <ul style="list-style-type: none"> - Agile innovation processes - Selected case studies ▪ Methods and techniques of human-centred design <ul style="list-style-type: none"> - Principles of human-centered design - Prototyping methods and tools - User-centred evaluation techniques

	<ul style="list-style-type: none"> ▪ Design Sprint <ul style="list-style-type: none"> - Methodological introduction and analysis of the Design Sprint process
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	<p>INNOM1420 Applied Project</p> <ul style="list-style-type: none"> ▪ Hands-on Design Sprint workshop ▪ Applying the methods learned to develop and evaluate a prototype for a digital innovation for a real-world problem
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.) / Special Features	Lectures, case-studies, practical exercises, inverted classroom, discussion, presentation, group work, project work
Literatur / Literature (Pflichtlektüre/zusätzlich empfohlene Literatur)	<ul style="list-style-type: none"> ▪ Tidd, J., Bessant, J., Managing Innovation: Integrating Technological, Market and Organizational Change (5th Edition), Wiley ▪ The Art of Innovation, Tom Kelley und Jonathan Littmann, 2004, ProfileBooks Ltd. London. ▪ Knapp, J., Zeratsky, J., & Kowitz, B. (2016). <i>Sprint: How to solve big problems and test new ideas in just five days</i>. Simon and Schuster. ▪ Beyer, H. & Holzblatt, K. (1998). Contextual Design: Defining Customer-Centered Systems, Morgan Kaufmann ▪ Greenberg, S. et al. (2011): Sketching User Experiences, The Workbook, Morgan Kaufmann. ▪ Koskinen I., Zimmerman, J., Binder, T., Redström, J., Wensveen, S.. (2011). Design Research Through Practice: From The Lab, Field and Showroom. Waltham: Elsevier ▪ Nielson, J. (1994). Usability Engineering, Morgan Kaufmann. ▪ IDEO, The Field Guide to Human-Centered Design, https://www.designkit.org/resources/1