

competitive advantage but innovation also allows these entrepreneurs and companies along with a wide range of other actors - such as social-profit organizations and governments - to tackle social and/or environmental issues. However, these economic, social, and/or environmental benefits can only be achieved when individuals and organizations are able to manage the innovation process in a thoughtful way. Following the growing importance of innovation at the national and international level, scholars from different disciplines - such as management, economics, sociology, engineering, ... - have tried to better understand the innovation process and provide insight into how individuals, organizations, and complex ecosystems can successfully manage innovation. This interdisciplinary nature of innovation as a subject, however, makes it an exceptionally attractive albeit complex subject to teach and understand. This course encourages students to balance and/or integrate different theoretical perspectives and practical tools, thereby evaluating their own potential as innovation managers.

Contents

- Innovation management at the system level with specific attention for systemic problems – such as economic recessions, climate change, and social inequality - and systemic instruments for managing transformative change such as the shift towards a circular economy
- Innovation management at the industry/sector level with specific attention for the emergence of technological, green and social innovations, patterns of innovation, standard battles, modularity and platform competition and timing of entry
- Innovation management at the company/organizational level with specific attention for choosing innovation projects, innovation protection, collaborative strategies, and business model innovation (incl. circular business models)
- Innovation management at the project level with specific attention for different ways of managing new product and service development processes (incl. design thinking) along with managing new product and service development teams and embedding these teams in the organization and implementing a deployment strategy

Initial competences

No prior knowledge required.

Final competences

- 1 understand the different theoretical frameworks and practical tools associated with innovation management and critically weigh and/or integrate them when analyzing recent and future innovations with an economic, social and/or ecological objective and their management
- 2 formulate a personal viewpoint with regard to recent and future innovations with an economic, social and/or ecological objective and theoretical frameworks and practical tools related to managing these innovations
- 3 reflect upon recent and future innovations and the way in which innovation management contributes to the creation of economic, social and/or ecological value in interdisciplinary teams
- 4 report about analyses and reflections about recent and future innovations and the way in which innovation management contributes to the creation of economic, social and/or ecological value in a structured, scientific, and engaging way
- 5 critically reflect upon one's own innovation management thinking and competences to manage innovation, so that economic, social and/or ecological value is created.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Seminar, Lecture, Independent work

Extra information on the teaching methods

After introducing different theoretical frameworks and practical tools associated with innovation management via lectures - online or not - and self-study, students are invited to the "special sessions", i.e., seminars (whether or not online) with coached exercises and/or online discussions. These special sessions go along with a group assignment and/or individual assignment and result in a written and/or oral report.

Learning materials and price

Presentations and additional readings are available via Ufora (incl. references to recent academic research).

Handbook : Melissa Schilling "Strategic Management of Technological Innovation", McGraw-Hill International. Sixth Edition, 2020, Price: 50 EUR

References

- Melissa Schilling Strategic Management of Technological Innovation, McGraw-Hill International Sixth Edition, 2020
- Paul Trott Innovation Management and New Product Development. Prentice Hall FT Fifth Edition 2012
- Henry Chesbrough Open Services Innovation Jossey-Bass 2011

Course content-related study coaching

The lecturer is available to answer questions before, during, and after each lecture and/or special session. Additionally, students also get feedback from one another and/or the lecturer during the special sessions. The lecturer also shares feedback about individual and group reports resulting from the special sessions via rubrics in Ufora, thereby allowing students to gain insight into the extent to which the learning objectives are achieved.

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment with open-ended questions

Examination methods in case of periodic assessment during the second examination period

Oral assessment

Examination methods in case of permanent assessment

Participation, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is not possible

Extra information on the examination methods

The permanent evaluation consists of an evaluation of the participation during coached exercises hand/or online discussions and reports associated with the individual and group assignments.

The end-of-term evaluation consists of a written exam with open questions

Calculation of the examination mark

Permanent evaluation (25%), end-of-term evaluation (75%).

To pass a student needs to take part in all forms of evaluation - permanent and the end-of-term evaluation.