In today’s highly dynamic business environment, innovation is the key to the success of most firms. Moreover, technological and organizational innovations represent valuable instruments for achieving progress toward sustainable development. Against this background, this module familiarizes students with the tools and processes for managing innovation and for developing overall more innovative firms. The module comprises a lecture and a seminar. In the lecture, students become acquainted with the drivers to and role of innovation; they learn about designing innovative firms and developing innovation strategies; they get to know the different sources of innovation; they familiarize themselves with the methods for choosing between alternative planned innovations; they learn how innovation is implemented; and they understand how innovation benefits are exploited. The accompanying seminar is supposed to familiarize the students with select advanced topics surrounding the management of innovation. Moreover, the students train their skills in working in teams, in working with scientific literature, in academic writing, and in presenting in front of a large audience.

Module contents
Organizational change, creative destruction, ambidexterity, exploration, exploitation, absorptive capacity, sustainability transitions, innovation models, innovation networks, innovation strategy, innovation ecosystems, diffusion of innovations, organizational routines, entrepreneurship, new ventures, etc.

Reader’s advisory

Links
Languages of instruction
Duration (semesters) 1 Semester
Module frequency jährlich
Module capacity unlimited
Reference text This module is offered in the winter term. For a more detailed description of course content and organization, please note the syllabus that will be made available via Stud.IP before the beginning of the course.

Modullevel MM (Mastermodul / Master module)
Modulart je nach Studiengang Pflicht oder Wahlpflicht
Vorkenntnisse / Previous knowledge
Examination Time of examination Type of examination
Final exam of module During the semester Portfolio, presumably consisting of a final report (graded) and a presentation (compulsory but ungraded)
Course type Comment SWS Frequency Workload attendance
Lecture 2.00 28 h
Seminar 2.00 28 h
Total time of attendance for the module 56 h