

<b>Module title</b>		<b>Abbreviation</b>
Innovation Management		12-IM-091-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Entrepreneurship and Management		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profiting from Value": how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.</p>		
<b>Intended learning outcomes</b>		
<p>At the end of the module students are able to understand:</p> <ul style="list-style-type: none"> <li>• The importance of innovations</li> <li>• The sources of innovations</li> <li>• The New Product Development process</li> <li>• The roles in the innovation process</li> <li>• The importance of intellectual property rights</li> <li>• How innovations diffuse in the market</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German, English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor' degree (1 major) Business Management and Economics (2009)          Bachelor' degree (1 major) Business Management and Economics (2013)          Bachelor' degree (1 major) Business Management and Economics (2010)          Bachelor' degree (1 major) Economathematics (2009)          Bachelor' degree (1 major) Economathematics (2012)          Bachelor' degree (1 major) Economathematics (2008)          Bachelor' degree (1 major) Business Information Systems (2014)          Bachelor' degree (1 major) Business Information Systems (2013)          Bachelor' degree (1 major) Business Information Systems (2009)</p>		

Master's degree (1 major) Media Communication (2014)  
Master's degree (1 major) Media Communication (2013)  
Master's degree (1 major) China Business and Economics (2014)  
Master's degree (1 major) China Business and Economics (2012)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)