

Module title		Abbreviation
Innovation Management		12-IM-152-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This theory-led and practice-oriented module equips you with essential knowledge in the areas of strategic management and innovation management. It is a primer on these topics that provides a broad overview on the field.</p> <p><i>Strategic management</i></p> <ul style="list-style-type: none"> (1) Introduction (2) Strategic analysis (3) Business strategy (4) Corporate strategy (5) Strategy implementation (6) Strategic leadership (7) Internationalization, corporate governance, and corporate social responsibility <p><i>Innovation management</i></p> <ul style="list-style-type: none"> (8) Introduction (9) Sources of technology and innovation (10) Developing new products and services (11) Introducing new products and services (12) Technology and innovation strategy (13) Open innovation (14) Wrap-up and Q&A 		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Understand the role of strategic and innovation management • Understand theoretical concepts related to strategic and innovation management • Critically appraise alternative approaches to strategic and innovation management • Evaluate the boundaries and risks of strategic and innovation management <p><i>Learning outcomes</i></p> <p>On successful completion of this module you will be able to:</p> <ul style="list-style-type: none"> • Create and evaluate concepts related to strategic and innovation management 		

- Assess the role of strategic and innovation management for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of strategic and innovation management
- Systematically choose between different routes of action

Courses (type, number of weekly contact hours, language — if other than German)

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Method of assessment (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 and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Economathematics (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Master's degree (1 major) Media Communication (2015)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
 Master's degree (1 major) China Business and Economics (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Master's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Economathematics (2017)
 Master's degree (1 major) Media Communication (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) Media Communication (2019)