

Module title		Abbreviation
Strategic and Innovation Management		12-IM-192-m01
Module coordinator		Module offered by
Holder of the Chair of Entrepreneurship and Strategy		Faculty of Business 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> <ol 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> <ol 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)

- a) Written examination (approx. 60 minutes) or
 b) Term paper (15 to 20 pages) or
 c) Oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)
 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

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

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Module appears in

Bachelor' degree (1 major) Business Information Systems (2019)
 Bachelor' degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
 Bachelor' degree (1 major) Business Information Systems (2020)