

|  |                          |  |
|--|--------------------------|--|
| <b>Module title</b>  |                          | <b>Abbreviation</b>                          |
| Strategic Management of Innovation and International Business  |                          | 12-M-MWT-141-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   | graduate                 | --   |
| <b>Contents</b>  |                          |  |
| <p>In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.</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 tasks of the strategic innovation management</li> <li>• The state of the art and importance of innovations</li> <li>• The current trends in strategic innovation management</li> <li>• The importance of patent strategies</li> <li>• The market entry strategies</li> <li>• Concepts of the marketing mix</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)   |                          |  |
| a) written elaboration (approx. 15 to 20 pages) or b) presentation (approx. 15 minutes) or c) written examination (approx. 60 minutes)<br>Language of assessment: German, English  |                          |  |
| <b>Allocation of places</b>  |                          |  |
| --   |                          |  |
| <b>Additional information</b>  |                          |  |
| --   |                          |  |
| <b>Workload</b>  |                          |  |
| --   |                          |  |
| <b>Teaching cycle</b>  |                          |  |
| --   |                          |  |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)   |                          |  |
| --   |                          |  |
| <b>Module appears in</b>   |                          |  |
| Master's degree (1 major) Business Information Systems (2014)<br>Master's degree (1 major) Business Management (2014)  |                          |  |



Master's degree (1 major) Economics (2014)