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Consulting in Innovation Management (MKT3602)

Syllabus

Winter Semester 2020/21

Start:	October, 2020
ECTS-Credits:	3
Level:	Advanced Level
Prerequisites:	---
Accessibility:	Elective for ISP, BIB 6, BIB-ELP 1

Learning Objectives:

The competence building enhanced by this class is focused upon the following pillars:

- To understand the reasons for the failure of numerous projects in Innovation Management
- To achieve familiarity with important success factors
- To acquire knowledge for the development of consulting projects
- To dispose of the know-how for conducting consulting operations in this area successfully

Main course topics:

1. Introduction

- 1.1 The Consulting Business
- 1.2 Recent challenges for Innovation Management

2. Current practice and problems in Innovation Management

- 2.1 Overall views
- 2.2 Some statistics
- 2.3 Results of an Empirical Study

3. How to improve the innovation performance

- 3.1 Overview
- 3.2 Business Analysis: Understanding the current situation of the company
- 3.3 Business Framework: Achieving organizational prerequisites
- 3.4 Business Orientation: Comparing overall needs with internal capacities
- 3.4 Business Ideation: Developing and promoting innovation ideas
- 3.5 Business Scouting: Finding the right target markets and groups
- 3.6 Business Design: Enabling value creation
- 3.7 Business Launch: Commercializing the innovation

4. Consulting and Innovation Management

- 4.1 Advisory fields in Innovation Management
- 4.3 Developing and executing consulting projects

Basic outline and organization:

This strictly practically orientated seminar will be split up into two parts: a) lectures about the topics captioned above; b) a full day simulation for the development of a consulting project, where the students are expected to act as advisers to a CEO facing substantial trouble with the performance in his Innovation Management system. In the latter part, the students will have to demonstrate their capability of a) conducting a company audit; b) streamlining an Innovation Management system; c) addressing the typical expectations of a businessman towards a consultant.

Regular attendance is required. Students who miss more than two lectures are not admitted to the simulation at the end of the term.

Assignment & Grading:

Based on the simulation, the students are expected to draft a Management Report. Its assessment will be based on the following criteria:

- Structure (maximum 10 of 100 Points)
- Quality of the information used (15)
- Comprehensibility (15)
- Content, plausibility of the arguments (30)
- Originality and Creativity (20)
- Formal aspects, incl. visual presentation (10)

Course Materials:

Adler, N.: Tools for Project Management, Workshops and Consulting, Publicis 2011 (2nd ed.)

Anthony, S. et al.: Build an Innovation Engine in 90 days, HBR 2014 (December-Edition)

Bradley, Ch. et al.: Why your Next Transformation should be 'all in', McKinsey Quarterly 2019 (October-Edition)

Brem, A./Viardot, E.: Revolution of Innovation Management, Palgrave Macmillan 2017

Chechurin, L. / Collan, M. (ed.): Advances in Systematic Creativity: Creating and Managing Innovations, Palgrave Macmillan 2019

Goffin, K./ Mitchell, R.: Innovation Management: Effective Strategy and Implementation, N.Y. 2016 (6th ed.)

De Jong, M. et al. The eight essentials of innovation, McKinsey Quarterly 2015 (April-Edition)

Kubr, M.: Management Consulting, Bookwell Publications 2005 (5th ed.)