

Syllabus
GMT5201 Innovation Management I
Prof. Dr. Jürgen Janovsky
Summer Semester 2021

Level	Master	
Credits	5	
Student Contact Hours	60	
Workload	150 hrs	
Prerequisites	Class in Strategic Management	
Time	Cf. semester plan	
Room	W4.1.06	
Start Date	May 4, 2021	
Lecturer(s)	Name	Jürgen Janovsky
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	Virtual Office	https://app.alfaview.com/#/join/alfaview-wur/22102e69-5e09-42b3-a45e-79abf23cbb6c/fde80e55-cb0d-4bfb-a56e-51933cab5b57
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Summary

The key elements of this seminar are:

- Indication of the recent changes in the requirements to be addressed by Innovation Management
- Presentation of approaches for product, process, service, business model and management innovations (covering strategic, operational and behavioural aspects)
- A business simulation where the participating students are expected to apply the knowledge addressed by this seminar in a practical case (acting as Innovation Advisers to the Top Management).

Outline of the Course

1. Introduction

- 1.1 The general relevance of Innovation Management
- 1.2 The terminology
- 1.3 Recent challenges for Innovation Management

2. Current practice and problems

- 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
- Annex 1: Tools for strategy development
- Annex 2: Tools for Adoption Research

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Goal	Learning Objectives	Course Contributions to Goal	Assessment
1 Responsible leadership in organizational contexts	1.1 Knowledge of leadership concepts and principles 1.2 Application of leadership concepts and principles 1.3 Critical reflection of leadership concepts and principles	Familiarity with basic leadership principles in innovation-oriented firms	Management Paper based on a case-study which is oriented towards the main objectives of this class.
2 Creative problem solving skills in a complex business environment	2.1 Ability to identify, differentiate and classify problems 2.2 Ability to analyze problems 2.3 Ability to derive creative solutions 2.4 Ability to present and explain problems and solutions	Hands-on knowledge in problem solving of concrete challenges for technological innovation	dito
3 Research Skills	3.1 Knowledge of relevant research methods 3.2 Application of relevant research methods 3.3 Ability to generate innovative results with relevant research methods	--	
4 Management of Innovation	4.1 Fundamental knowledge of operational innovation processes 4.2 Ability to assess a company's innovation potential 4.3 Ability to develop complex technological strategies	Ability to improve the innovation performance of private companies	dito
5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities	5.1 Fundamental knowledge of sustainability issues 5.2 Ability to identify and analyze sustainability issues and its causes 5.3 Development of sustainability strategies	--	

Teaching and Learning Approach

There will be a combination between a classical lecture and a full-day business simulation in view of transferring the new knowledge in Innovation Management to highly complex case where the students are expected to act as Innovation Advisers to the Top Management of a manufacturing company. The seminar will be completed by presentations from experienced Innovation Managers both from Consulting and a Global manufacturing company.

Literature and Course Materials

- Anthony, S. et al.: Build an Innovation Engine in 90 days, HBR, Dec. 2014
- Chechurin, L. / Collan, M. (ed.): Advances in Systematic Creativity: Creating and Managing Innovations, Palgrave Mac Millan 2019
- Chin, J. et al. (ed.): The Routledge Compagnion to Innovation Management, 2019
- Cohen, D. et al.: The Innovation Commitment, McKinsey Quarterly, Dec. 2019 Gassmann, O. et al.: The Business Model Navigator, Munich 2014
- Goffin, K./ Mitchell, R.: Innovation Management: Effective Strategy and Implementation, N.Y. 2016 (6th ed.)
- Lazazzara, A. et al. (ed.): Organizing for Digital Innovation, Springer 2019
- Nambisan, S. et al.: Digital Innovation Management: Reinventing innovation management in a digital world, MIS Quarterly, March 2017
- Rajagopal, R.B.: Innovation, Technology, and Market Ecosystems: Managing Industrial Growth in Emerging Markets, Palgrave MacMillan 2020
- Tesch, J.F. (ed.): Business Model Innovation in the Era of the Internet of Things: Studies on the Aspects of Evaluation, Decision Making and Tooling, Springer 2019
- OECD: Science, Technology and Industry Outlook 2019, Paris 2020
- OECD: Science, Technology and Industry Scoreboard 2019, Paris 2020
- (Janovsky, J.: Business Case developed for this class)

Assessment

Management Paper