

Syllabus
GMT5201 Innovation Management I
Prof. Dr. Jürgen Janovsky
Summer Semester 2023

Level	Master
Credits	5
Student Contact Hours	60
Workload	150 hrs
Prerequisites	Basic knowledge in Strategic Management
Time	Cf. semester plan
Room	--
Start Date	April 28, 2023
Lecturer(s)	Name Jürgen Janovsky
	Office --
	Virtual Office --
	Office Hours --
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Summary (optional)

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: Commercialising the innovation

Annex 1: Tools for strategy development

Annex 2: Tools for Adoption Research

Course contributions to the MBA program goals / learning outcomes

Goal	Learning Objectives	Course Contributions to Goal	Assessment
1 Responsible leadership in organizational contexts	<ol style="list-style-type: none">1.1 Knowledge of leadership principles1.2 Application of leadership principles1.3 Critical reflection of leadership concepts		
2 Creative problem solving skills in a complex business environment	<ol style="list-style-type: none">2.1 Ability to identify, differentiate and classify problems2.2 Ability to analyze problems (instrumental competence)2.3 Ability to find creative solutions (systemic competence)	Competence building is enhanced in view analyzing starting conditions of Innovation Management in a tech company, identifying the most important weaknesses and developing a creative concept for improvement	Mgt.Paper

	2.4 Ability to present problems (communicative competence)		
3 Research Skills	3.1 Methodological knowledge (extending knowledge) 3.2 Competence in applying relevant state of the art research methods (instrumental competence) 3.3 Ability to collect innovative results by using relevant research methods (systemic competence)		
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	<p>The participants will be familiar with the most important vehicles and pitfalls in designing and practicing a modern Innovation Management system and thereby demonstrate the capability of conducting potential analyses and drafting strategic frameworks for investment priorities in new technologies</p>	Mgt. Paper
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