Innovation Management II
(GMT6091)
Syllabus
Winter Term 2019/2020

Begin: Course starts on Friday, November 22nd, 2019
Room: see semester schedule
ECTS-Credits: 5
Level: Advanced Level II
Prerequisites: Determinants of Innovation Performance
Accessibility: Course is compulsory for 3rd semester MBA-IM students

Learning Objectives:
By the end of the course, the participants shall be capable to:

• understand the interdisciplinary approach of product development as a blend of marketing, design, and manufacturing incl. the basics of “Design Thinking”
• accelerate the product development time
• improve the design of their products to international standards and reduce the risks for the market launch
### Course contributions to the MBA program goals / learning outcomes

<table>
<thead>
<tr>
<th>Goal</th>
<th>Course Contributions to Goal</th>
<th>Assessment</th>
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</thead>
<tbody>
<tr>
<td>1. Responsible leadership in organizational contexts</td>
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<tr>
<td>2. Creative problem solving skills in a complex business environment</td>
<td>Discovery and analysis of innovation potential, development of innovative concepts</td>
<td>Participation in class, Presentation, Case Studies</td>
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<td>3. Research Skills</td>
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<td>4. Management of innovation</td>
<td>Ability to develop innovative strategies, create an innovation climate in organizations, detect and analyze innovation potential</td>
<td>Participation in class, Presentation, Case Studies</td>
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<td>5. Management of the challenges of global sustainability and awareness for social and corporate responsibilities</td>
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Main course topics:

- Design Thinking (Basics)
- Importance of Product Development
  - Scope of Development Efforts
  - Role of Structured Methods
  - Benefits of Integration
- Development Processes and Organizations
- Product Planning
  - Product development opportunities
  - Market competition
  - Technology
  - Portfolio planning
- Identifying Customer Needs
  - Introduction to Concept Development Phase and to Customer Needs
  - Benefits of Structured Methods
  - Review of Customer Needs Method
  - Discussion of Principles and Caveats
- Product Specifications
  - Translation of need expressed in language of customers to a measurable attribute
- Concept Generation, Selection & Testing
- Product Architecture
- Industrial Design
- Design for Manufacturing
  - Introduction to or Summary of DFM
  - DFM Principles and Caveats
- Prototyping
- Robust Design
- Patents and Intellectual Property
- Managing Projects

Basic outline and organization:
Between Nov. 22nd 2019 and Dec. 21st 2019, the MBA students are welcome to attend the lectures in the above-mentioned subject.

In the lectures, there will be a balance between theory and practice through the emphasis on methods which represent a step-by-step procedure for the completion of tasks. In-class exercises, discussions, case studies and presentations will give the students the opportunity to demonstrate their capability of a) analytical competence and problem solving skills b) team work c) creativity and identification of innovation potential incl. problem solving.

Grading:
The grading is based upon the quality of the in-class exercises (25%), presentations (40%) as well as your active participation (35%).

Course Materials (latest editions):

5. Cross, N., Design Thinking, Oxford
**Availability of the lecturer and teaching philosophy:**

Dr. Frank J. Maile  
Office: -  
Office hours: -  
Email: frank.j.maile@icloud.com

I care about your learning, therefore, do not hesitate to contact me by e-mail.

**Preliminary schedule for GMT 6091 – Innovation Management II**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Subject</th>
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| Friday, Nov 22nd 2019 | 09:00 – 12:00 | Introduction  
|                       |            | Importance of Product Development  
|                       |            | Development Processes and Organizations  
|                       |            | Product Planning  
|                       | 14:00 - 17:00 | Excursion                                                                 |
| Saturday, Nov 23rd 2019 | 09:00 – 13:00 | Identifying Customer Needs  
|                       |            | Product Specifications  
|                       |            | Introduction to Concept Generation  
|                       |            | Concept Selection & Testing                                                                 |
| Friday, Dec 6th 2019  | 13:45 – 18:45 | Product Architecture  
|                       |            | Industrial Design  
|                       |            | Design for Manufacturing  
|                       |            | Guest Lecture                                                                 |
| Saturday, Dec 7th 2019 | 09:00 – 16:00 | Branding & Trademarks  
|                       |            | Patents & Intellectual Property  
|                       |            | Prototyping  
|                       |            | Robust Design                                                                 |
| Friday, Dec 20th 2019 | 13:45 - 18:45 | Design Thinking:  
|                       |            | Basics & Case Study                                                                 |
| Saturday, Dec 21st 2019 | 09:00 - 16:00 | Student Presentations                                                                 |