

Prof. Dr. Jürgen Janovsky

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Innovation Management I (GMT 5201)

Syllabus

Summer Term 2020

Time:

Full days: March 13/14/17/18/20/21 (cf. program schedule)

Room: W 4.1.06/W1.3.06

Begin: March 13, 2020

ECTS-Credits: 5

Level: Advanced Level II

Prerequisites: ---

Accessibility: Course is compulsory for 2nd semester MBA-IM students and open to international guest students on MBA-level

Learning Objectives:

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

- To understand the current relevance of Innovation Management
- To achieve familiarity with important success factors
- To acquire knowledge for the successful improvement of innovation performance
- To dispose of the know-how for activating the vehicles in the relevant process

Course contributions to the MBA program goals / learning outcomes

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	--	

Main course topics:

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

Basic outline and organization:

The students will be expected to attend lectures in the above-mentioned fields. Regular attendance is required. Students who miss more than two lectures are not admitted to the case-studies in June.

The theoretical knowledge transmitted during this stage will then be subjected to a practical application. With help of full-day case-studies, the students will have to demonstrate their capability of a) defining the back-bones of an organizational structure designed at enhancing innovation; b) developing a technology strategy for a company undergoing structural adjustment.

Grading:

The evaluation of the Management Paper is 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)

The number of pages has no deciding influence on the grade. Quality is much more important than Quantity. The concept itself (that is without verbal comments) must be understandable. This does not mean that it must be a continuous text.

The grades will be given as follows:

Number of Points	Grade
> 95	1,0
91-95	1,3
86-90	1,7
81-85	2,0
76-80	2,3
71-75	2,7
66-70	3,0
61-65	3,3
56-61	3,7
51-56	4,0
46-50	4,7
< 46	5,0

Course Materials:

Anthony, S. et al. Build an Innovation Engine in 90 days, HBR, December-Edition 2014), (<https://hbr.org/2014/12/build-an-innovation-engine-in-90-days>)

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

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

Govindarajan, V.: Innovation's nine critical success factors, HBR 2011 (<https://hbr.org/2011/07/innovations-9-critical-success.html>)

De Jong, M. et al. The eight essentials of innovation, McKinsey Quarterly, April-Edition 2015 (<http://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/the-eight-essentials-of-innovation>)

OECD: Science, Technology and Industry Outlook 2019, Paris 2020

OECD: Science, Technology and Industry Scoreboard 2019, Paris 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

Availability of the lecturer:

Prof. Dr. Jürgen Janovsky

Half-year sabbatical in ST 2020

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