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The lecture “Innovation Management“ provides an overview of theoretical foundations and fundamental conceptions in the field of innovation management. The lecture further analyzes innovative activity at the industry as well as at the firm level. In particular, determinants that affect the development and the spread of innovations will be scrutinized. At the industry level, special emphasis will be put on the prediction of market development and future trends. At the firm level, the development of innovation strategies and alternative implementations of innovation processes will be covered. Core topics are, for instance, a business venture’s incentive systems, organizational structures that are supposed to foster innovative activity, collaboration in innovation processes, commercialization strategies, and the design of internal interfaces between different departments.

Learning outcomes

The aim of the lectures on innovation management is to provide the students with central concepts from the area of innovation management and findings from theoretical and empirical research into innovation. Students should also learn to apply findings from theoretical and empirical research into innovation in order to analyze and to solve innovation management-related problems. In particular, they should develop the core competences needed to manage innovation from its early stages to the introduction of products or services in the market and the strategic positioning of the firm within its industry.

Prerequisites

Necessary: –
Recommended: Basic bachelor-level knowledge on organization and management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
ECTS Credits	4	
Language	English	
Form of assessment	Written exam (60 min.)	
Restricted Admission	no	
Further information	–	

Examiner

Performing lecturer



Prof. Dr. Karin Hoisl

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Offering	Spring semester
Duration of module	1 semester
Range of application	M.Sc. MMM, M.Sc. Bus. Edu., M.Sc. Econ., M.Sc. Bus. Inf., LL.M.
Preliminary course work	–
Program-specific Competency Goals	CG 1, CG 4
Graded	yes