

**Kurs:** *Innovation Management (FWPF)*

**Course:** *Innovation Management*

<b>Dozent(in)</b>	Prof. Dr. Thomas Peisl
<b>Teilnahme- voraussetzungen</b>	<b>Formal: keine</b>
	<b>Inhaltlich: keine</b>
<b>Prüfungsleistung</b>	assignment (70 %) and presentation (30 %)
<b>Prüfungsvorleistung</b>	Fallstudien
<b>Bewertung der Prüfungs- leistung</b>	endnotenbildend
<b>Bestehenserblich</b>	ja
<b>Qualification objectives/ Learning outcomes</b>	<p>The course focuses on innovation strategies and the process, difficulties, and opportunities of management and leadership. The teaching objectives synthesize the theoretical aspects of innovation management with practical application of management principles in a work environment. This will be accomplished through text readings, case studies, discussions, and presentations. In class activities students will analyze corporate actions, successes and failures, strategy effectiveness, profit results, in view of corporate objectives.</p> <p>In our global economy, every business is affected in some manner by mega trends, monetary policy, governmental policies and competition from many sources. Effective companies must develop innovation strategies to remain competitive in the face of international competition. By knowing and understanding the international business community, cultural differences, different business systems and organizations, students will have a better understanding, and appreciation, for strategic innovation management across borders.</p>

<p><b>Qualification objectives/ Learning outcomes</b></p>	<p>Students will be introduced to integrate technological, market and organizational change as the fundamental parameters for successfully managing innovation. In particular:</p> <ul style="list-style-type: none"> <li>• To understand the use of general management skills and concepts in managing innovation and to integrate the principles of management, marketing, accounting, and finance.</li> <li>• To become aware of how different national cultures directly and indirectly influence the management of innovation.</li> <li>• To recognize various differences and similarities between the management techniques and systems of organizations in different nationalities.</li> <li>• To understand the benefits and difficulties of borrowing innovation management techniques and systems from another culture.</li> <li>• To develop a better ability to manage innovation and change.</li> </ul>
<p><b>Contents</b></p>	<ol style="list-style-type: none"> <li>1. The context of innovation management issues will be covered and discussed through lectures, note sets, and readings – and your knowledge will be assessed through an assignment and a presentation. Textbook readings will be the responsibility of the student and may not be part of the classroom lectures. Students are expected to have read the class text assignments and be prepared to make quality comments during class discussions.</li> <li>2. Students will be assigned to teams, with case assignment, for analysis and class presentation. Students not responsible for case presentation on that specific day will be expected to have analyzed the case and be prepared to ask questions.</li> <li>3. An original research paper on a topic approved by your professor is assigned. This is to be a collaborative effort, requiring frequent meetings with the professor during the semester to discuss progress and obtain feedback.</li> <li>4. Several cases from handouts or from your textbook may be analyzed, summarized (1 page), and presented to the class. The case discussion will be led by the respective team.</li> </ol>
<p><b>Media</b></p>	<p>Flipchart, Pinboard, Visualizer, DVD-Player, Laptop</p>
<p><b>Literature</b></p>	<p>Textbook:              Tidd, J. and Bessant, J. (2015) Managing Innovation: Integrating Technological, Market and Organizational Change, 5th Ed., Wiley</p> <p>Reference Materials:              Corporate Annual Reports, The Wall Street Journal, The Economist, Class Handouts and other business publications</p>