

**Kurs: Technology and Innovation Management**

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| <b>Dozent(in)</b>                                                                                             | Oliver Hoffmann                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Veranstaltungssprache</b>                                                                                  | Englisch                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Teilnahme-<br/>voraussetzungen</b>                                                                         | <b>Formal:</b> nein                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                                                                                                               | <b>Inhaltlich:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Prüfungsleistung</b>                                                                                       | ELN auf Basis einer Studienarbeit mit Präsentation                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Prüfungsvorleistung</b>                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Bewertung der Prüfungs-<br/>leistung</b>                                                                   | endnotenbildend                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Bestehenserheblich</b>                                                                                     | ja                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Qualifikationsziele /<br/>Lernergebnisse</b><br><br><b>Qualification objectives/<br/>Learning outcomes</b> | In modern economics science innovations are one of the fundamental cornerstones for successful product development and accomplishment in the market. However the basic principles and success factors are often getting too little attention – these lectures aiming to identify and apply these principles and factors to gain more profound, application-oriented knowledge of these important mechanisms in a globalized world.                              |
| <b>Inhalte /<br/>Content</b>                                                                                  | <ul style="list-style-type: none"> <li>• The origins of technology, inventions and the role of creativity</li> <li>• Different dimensions of invention and innovation</li> <li>• Technology diffusion and regional distribution</li> <li>• Examples of the BRIC countries (with focus on China)</li> <li>• Excitation and inhibition of diffusion of innovation –mechanisms of the global innovation control</li> <li>• The human side of innovation</li> </ul> |
| <b>Medien</b>                                                                                                 | Beamer mit Laptop, Tafel, Flipchart                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Literatur</b>                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |