

Module Handbook

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Course WIW-SIC-IVM-K-7

Innovation Management (2V+1U, 4.5 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
-	K		4.5 CP	
2	V	Lecture		30 h 60 h
1	U	Lecture hall exercise class		15 h 30 h
(2V+1U)			4.5 CP	45 h 90 h

Basedata

SWS	2V+1U
CP, Effort	4.5 CP = 135 h
Position of the semester	1 Sem. in SuSe
Level	[7] Master (Advanced)
Language	[EN] English
Lecturers	Müller-Seitz, Gordon, Prof. Dr. (PROF DEPT: WIW) Schlemminger, Ronja, M. Sc. (WMA DEPT: WIW)
Area of study	[WIW-SIC] Strategy, Innovation, and Cooperation
Lifecycle-State	[NORM] Active

Contents

- Innovation processes
- Open and closed innovations
- Innovation networks

- Crowd- and citizensourcing
- Dark sites of digital transformation
- Application of qualitative research methods
- Innovation implementation, recent trends of business practice, contemporary managerial approaches, empirical challenges

Literature

- Tidd, J., Bessant, J. 2013. Managing Innovation: Integrating Technological, Market and Organizational Change. 5th ed., Chichester: Wiley.
- Chesbrough, H. 2003. Open Innovation. The New Imperative for Creating and Profiting From Technology. Boston: Harvard Business School Press.
- Corsten, H., Gössinger, R., Müller-Seitz, G., Schneider H., 2016. Grundlagen des Technologie- und Innovationsmanagements. Vahlen, München.

Materials

- Presentation slides
- Video sessions
- Journal articles
- Exercise materials

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-SIC-IVM-K-7]

Module	Name	Context	
[SO-09.1111-M-5]	Innovation	P: Obligatory	2V+1U, 4.5 LP
[WIW-SIC-INN-M-7]	Innovation	P: Obligatory	2V+1U, 4.5 LP