

Module Handbook (<https://modhb.uni-kl.de/>)

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## Module WIW-SIC-INN-M-7

Innovation (M, 9.0 LP)

### Module Identification

| Module Number   | Module Name       | CP (Effort)    |
|-----------------|-------------------|----------------|
| WIW-SIC-INN-M-7 | <i>Innovation</i> | 9.0 CP (270 h) |

### Basedata

|                           |   |
|---------------------------|---|
| CP, Effort                | 9.0 CP = 270 h  |
| Position of the semester  | 1 Sem. in SuSe  |
| Level                     | [7] Master (Advanced)   |
| Language                  | [DE/EN] German or English as required                           |
| Module Manager            | Müller-Seitz, Gordon, Prof. Dr. (PROF   DEPT: WIW) (/staff/51/) |
| Lecturers                 | Schlemminger, Ronja, M. Sc. (WMA   DEPT: WIW) (/staff/444/)     |
| Area of study             | [WIW-SIC] Strategy, Innovation, and Cooperation                 |
| Reference course of study | [WIW-88.21-SG] M.Sc. Business Studies (/mhb/FB-WIW/cos-534/)    |
| Lifecycle-State           | [NORM] Active   |

### Courses

| Type/SWS | Course Number  | Choice in Module-Part | SL | PL  | CP  | Sem. |
|----------|--|-----------------------|----|-----|-----|------|
| 2V+1U    | <b>WIW-SIC-IVM-K-7</b> (/mhb/courses/WIW-SIC-IVM-K-7/) | P                     | -  | PL1 | 4.5 | SuSe |
| 2V+1U    | <b>WIW-SIC-MIR-K-7</b> (/mhb/courses/WIW-SIC-MIR-K-7/) | WP                    | -  | PL1 | 4.5 | SuSe |
| 2V+1U    | <b>WIW-SIC-MEA-K-7</b> (/mhb/courses/WIW-SIC-MEA-K-7/) | WP                    | -  | PL1 | 4.5 | SuSe |

- About **[WIW-SIC-IVM-K-7]**: Title: "Innovation Management"; Presence-Time: 45 h; Self-Study: 90 h
- About **[WIW-SIC-MIR-K-7]**: Title: "Managing Interorganizational Relations"; Presence-Time: 45 h; Self-Study: 90 h
- About **[WIW-SIC-MEA-K-7]**: Title: "Management in Far-East Asia"; Presence-Time: 45 h; Self-Study: 90 h

## Examination achievement PL1

- Form of examination: **practical examination**
- Examination Frequency: Examination only within the course

## Evaluation of grades

All partial module examinations have to be passed. The module grade is the arithmetic mean of all partial examination grades.

100% in-class

### Contents

From [WIW-SIC-IVM-K-7] **Innovation Management** (/mhb/courses/WIW-SIC-IVM-K-7/):

- 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

From [WIW-SIC-MIR-K-7] **Managing Interorganizational Relations** (/mhb/courses/WIW-SIC-MIR-K-7/):

- Forms of interorganizational relations
- Challenges through interorganizational relations
- Interorganizational networks
- Network practices
- Application of qualitative research methods
- Innovation implementation, recent trends of business practice, contemporary managerial approaches, empirical challenges

From [WIW-SIC-MEA-K-7] **Management in Far-East Asia** (/mhb/courses/WIW-SIC-MEA-K-7/):

- Cultural characteristics of the region
- Different management systems and their implementation
- Backgrounds of the societal context
- Application of qualitative research methods
- Strategy implementation, recent trends of business practice, contemporary managerial approaches, empirical challenges

### Competencies / intended learning achievements

With the successful completion of the module, the students are able to

- Rigorously connect research and practice as well as to develop and evaluate solutions for real problems.
- Support decision-makers.
- Critically reflect and evaluate theoretical approaches of different research fields.
- Justify own judgements scientifically found.
- Address and work on various issues using qualitative research methods.
- To criticize innovation approaches and methods against the background of current research, to derive recommendations for action, to apply both in the context of case studies, to create comprehensible arguments and to present, discuss and defend the solutions.

### Literature

From [WIW-SIC-IVM-K-7] **Innovation Management** (/mhb/courses/WIW-SIC-IVM-K-7/):

- 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.

**From [WIW-SIC-MIR-K-7] Managing Interorganizational Relations (/mhb/courses/WIW-SIC-MIR-K-7/):**

- Sydow, J., Schüßler, E., Müller-Seitz, G. 2016. Managing Interorganizational Relations: Debates and Cases, Palgrave / Macmillan Publishers.
- Danner-Schröder, A., Müller-Seitz, G. 2017. Qualitative Methoden in der Organisations- und Managementforschung: Ein anwendungsorientierter Leitfaden für Datensammlung und -analyse, München: Vahlen.

**From [WIW-SIC-MEA-K-7] Management in Far-East Asia (/mhb/courses/WIW-SIC-MEA-K-7/):**

- Kissinger, H. 2011. On China. Penguin Press, New York.
- Hayashi, S. 1991. Culture and Management in Japan, University of Tokyo Press.
- Johnson, C. et al. 1989. Politics and Productivity, How Japan's Development Strategy works. Harper Business.
- Hofstede, G. et al. 2002. Exploring Culture. Intercultural Press, Yarmouth Maine, USA.
- Müller, S., Gelbrich, K., 2004. Interkulturelles Marketing. Franz Vahlen, München.
- Danner-Schröder, A., Müller-Seitz, G. 2017. Qualitative Methoden in der Organisations- und Managementforschung: Ein anwendungsorientierter Leitfaden für Datensammlung und -analyse, München: Vahlen.

## Materials

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

## Requirements for attendance (informal)

None

## Requirements for attendance (formal)

None

## References to Module / Module Number [WIW-SIC-INN-M-7]

| <b>Course of Study</b>  | <b>Section</b>  | <b>Choice/Obligation</b> |
|---|---|--------------------------|
| [SO-88A.646-SG] M.A. Integrative Social Science (/mhb/FB-SO/cos-550/) | Schwerpunkt Wirtschaft, Organisation, Gesellschaft            | [WP] Compulsory Elective |
| [SO-88A.646-SG] M.A. Integrative Social Science (/mhb/FB-SO/cos-550/) | Schwerpunkt Soziologie  | [WP] Compulsory Elective |
| [SO-88A.646-SG] M.A. Integrative Social Science (/mhb/FB-SO/cos-550/) | M.A. Integrative Sozialwissenschaft (alt)                     | [WP] Compulsory Elective |
| [SO-88A.646-SG] M.A. Integrative Social Science (/mhb/FB-SO/cos-550/) | Schwerpunkt Politik, Wirtschaft, Ethik                        | [WP] Compulsory Elective |
| [SO-88A.646-SG] M.A. Integrative Social Science (/mhb/FB-SO/cos-550/) | M.A. Integrative Sozialwissenschaft (ab WS 20/21)             | [WP] Compulsory Elective |
| [SO-88A.646-SG] M.A. Integrative Social Science (/mhb/FB-SO/cos-550/) | M.A. Integrative Sozialwissenschaft (ab WS 20/21)             | [WP] Compulsory Elective |
| <b>Module-Pool</b>  | <b>Name</b>   |                          |
| [WIW-SIC-MPOOL-7 (/mhb/modulepools/WIW-SIC-MPOOL-7/)]                 | Field of Specialization: Strategy, Innovation and Cooperation |                          |