

<b>Modulbezeichnung</b>	<b>Innovation Management</b>	
<b>Semester</b>	WPF	
<b>Dauer</b>	2 Semester	
<b>Art</b>	Wahlpflichtfach	
<b>ECTS-Punkte</b>	5	
<b>Studentische Arbeitsbelastung</b>	60 h Kontaktzeit + 90 h Selbststudium	
<b>Voraussetzungen (laut BPO)</b>		
<b>Empf. Voraussetzungen</b>		
<b>Verwendbarkeit</b>	MaTMeng	
<b>Prüfungsform und -dauer</b>	oral exam	
<b>Lehr- und Lernmethoden</b>	lecture, group discussion, case studies	
<b>Modulverantwortlicher</b>	A. Haja	
<b>Qualifikationsziele</b>	<p>Students shall understand the nature of change processes in companies and learn about common problems encountered during the implementation of such processes as well as about efficient management techniques to solve them.</p> <p>The lecture also gives a definition of innovation management and sketches the path from first ideas to final products and the associated processes based on real examples from the industry.</p>	
<b>Lehrinhalte</b>	<p>The lecture consists of two parts. Firstly, change processes are introduced based on a management game (TOPSim) simulating the introduction of change processes within a company. Secondly, innovation management is discussed using relevant examples from the industry</p>	
<b>Literatur</b>	<p>Wördenweber, B. / Wickord, W., Technologie- und Innovationsmanagement im Unternehmen. Lean Innovation, 3. Auflage, Springer Verlag Heidelberg, 2008</p> <p>lecture notes</p>	
<b>Lehrveranstaltungen</b>		
<b>Dozent</b>	<b>Titel der Lehrveranstaltung</b>	<b>SWS</b>
A. Haja	Innovation Management	4