Courses in English
Course Description

Department 09 Engineering and Management

Course title Innovation Management

Hours per week (SWS) 3

Number of ECTS credits 4

Course objective Having successfully completed the module students are expected to be able to:
1. Identify factors of innovations and innovation management in technically-oriented companies.
2. Gain insights into the problems concerning the emergence and handling of innovations in companies.
3. Apply methods of innovation management.

Prerequisites Engineering and Business Administration background assumed.
Master students only.
Priority to exchange students that are enrolled at the department of Engineering and Management!

Recommended reading
Vahs, Brem, Innovationsmanagement, Schäffer, Pöschel, 2013
Hausschild, Salomo, Innovationsmanagement, Vahlen, 2011
Goffin, Mitchell, Innovation Management, Palgrave, 2005
Rogers, Diffusion of Innovation, FREE PRESS, 2003
Tushman, O'Reilly, Winning through innovation, Harvard Business School Press, 1997

Teaching methods The module is Taught (T) to an international, intercultural and interdisciplinary audience through:
• lectures
• tutorials/seminars
• case studies
• directed self-study

Distance Learning (DL) is not available but the course is supported by:
• podcasts
• Moodle

Assessment methods The module is assessed by:
• 1 x 20-minute presentation
• 1 x 90-minute written examination at the end of the course

The two assessments are of equal value.

Language of instruction English

Name of lecturer Prof. Dr. Mathias Gabrysch

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Link

Course content The Role of Innovation
Innovation and Economics
Contrasting Service with Manufacturing
Developing an Innovation Strategy
Ideas - Managing Creativity
Priorisation – Selecting and Managing Portfolio
Implementation of New Products, Processes and Services
People, Organization and Innovation
The future of innovation Management
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Remarks