### Department
13 General and Interdisciplinary Studies

### Course title
Communication for Innovation

### Hours per week (SWS)
2

### Number of ECTS credits
2

### Course objective
As most of the students are coming from different countries, we will experience and learn the basics of intercultural communication. Innovation is strongly related to the concept of creativity. Therefore, we will use creative ways of communication (e.g. Mind Maps). We will experience how verbal and nonverbal communication is related. The course intends to show how important the role of communication is within the process of innovation.

### Prerequisites

### Recommended reading
A script, containing slides and exercises, will be available every 4th session.

### Teaching methods
The course uses some of the methods which are used in the innovation process. As innovation is mostly a team event, we will work in pairs and in teams by using respective communication tools. We will approach the topic with prior and present examples of innovation. In order to develop presentation skills, each student will deliver at least one presentation on a topic of her/his choice. Lecture with questions and classroom discussion plus selected exercises in class and homework.

### Assessment methods
Regular attendance of lectures is essential. Homework and presentations will be part of the final grade (25%). A final exam (one hour) at the end of the course counts for 75 % of the grade.

### Language of instruction
English

### Name of lecturer
Bernd LeMar

### Remarks
Communication is crucial for successful innovation. The more effective communication is, the more effective is the innovation process and the success of innovations. This course will provide insights into how the different types of innovation can be structured. In the business world, founders very often are innovative entrepreneurs. In the next generation, the business becomes a family enterprise. We look how upcoming generations are dealing with innovations. In order to manage an innovation process, it is necessary to have knowledge of conflict management. We get to know the types of possible conflicts and are learning their stages. There are different concepts regarding innovation. Very often, innovation meets resistance within the organization, therefore change management is needed.