### Course in English

**Course Description**

<table>
<thead>
<tr>
<th>Department</th>
<th>05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology</th>
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<tbody>
<tr>
<td>Course title</td>
<td>General Management Innovation Management</td>
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<tr>
<td>Hours per week (SWS)</td>
<td>2</td>
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<tr>
<td>Number of ECTS credits</td>
<td>2,5</td>
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| Course objective | - Mediation of different innovation management approaches with the focus on dynamic, complex innovation processes, which focus on the combination of personality (for example, creativity, leadership, handling uncertainty, management skills), team constellation and managing the different phases of the innovation process.  
- Understanding of the interrelationships between leadership, management and innovation and entrepreneurship  
- Development of personal strengths, learning fields, values, characteristics, visions  
- Apply the different phases of an innovation process and develop the necessary personal skills  
- Mediation of leadership and management skills  
- Work in an interdisciplinary team  
- Placement of practical experience by working on a real project |

**Prerequisites**

**Recommended reading**

**Teaching methods** Lectures, exercises (individual and group work)

**Assessment methods** Oral examination (100 %)

**Language of instruction** English

**Name of lecturer** Prof. Dr. Klaus Sailer

**Email** klaus.sailer@hm.edu

**Link**

**Course content** - Theory and practice of different innovation models and their phases  
- Development of a business model and of a business plan  
- Formulation of implicit customer requirements  
- Creativity techniques  
- Working in a team

**Remarks**

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