

MAN 690 Innovation Management

Instructor	Karin Hoisl
Course coordinator	Leo Schmallenbach
ECTS	6
Hours/week	2 + self-study
Aim of the module	The lecture "Innovation Management" provides an overview of theoretical foundations and fundamental conceptions in the field of innovation management. The lecture further analyses innovative activity at the industry as well as at the firm level. In particular, determinants that affect the development and the spread of innovations will be scrutinized. At the industry level, special emphasis will be put on the prediction of market development and future trends. At the firm level, the development of innovation strategies and alternative implementations of innovation processes will be covered. Core topics are, for instance, a business venture's incentive systems, organizational structures that are supposed to foster innovative activity, collaboration in innovation processes, commercialization strategies, and the protection of innovative ideas.
Dates	01.03.2021 - 18.06.2021 Lecture: Monday, 12-13:30, BWL-Zoom-21
Prerequisite	-
Registration	NO
Form of assessment	Written exam (120 Min.)
Semester	FSS
Language	English