

## MAN 695 Project Course Innovation Management

<b>Instructor</b>	Nico Zeiner, Mona Reber
<b>ECTS</b>	6
<b>Hours/week</b>	2 + self-study
<b>Aim of the module</b>	<p>This seminar provides insights into current, practical issues in innovation management. The goal is to collaboratively solve a real-life problem. During the seminar, students work in teams (of approx. 4 students) on practical cases and take on the role of consultants to help companies tackle specific innovation management challenges. Problems may cover topics like innovation and collaboration strategies, development and commercialisation of new product concepts, corporate venturing initiatives, or business model innovation. Participants will analyse the challenges faced by companies, apply theoretical concepts and methods to the specific case setting, and develop recommendations. They will receive guidance and feedback throughout the course and present solutions at the end of the seminar.</p> <p><b>Project case 2020:</b> “Effects of the Corona crisis: opportunities and risks for business development in the telecommunications market” in cooperation with the consultancy Arthur D. Little (<a href="https://www.adlittle.com/">https://www.adlittle.com/</a>)</p>
<b>Dates</b>	<p><b>Kick-off:</b> 09.10.2020, 09:30-12:30</p> <p><b>Feedback: two intermediate sessions</b></p> <ul style="list-style-type: none"> <li>• <b>Feedback 1:</b> 30.10.2020, 09:30-11:00</li> <li>• <b>Feedback 2:</b> 20.11.2020, 09:30-11:00</li> </ul> <p><b>Final presentation:</b> 04.12.2020, 09:30-12:30</p>
<b>Prerequisite</b>	Recommended: Master-level knowledge on innovation and management, MAN 690 Innovation Management
<b>Registration</b>	<p>YES.</p> <p>The number of participants is restricted. Students must formally apply for this project course by handing in an application including a motivation letter (1 page), CV (1-2 pages), certificate of general qualification for university entrance (Abitur), Bachelor certificate and a current transcript of records.</p> <p>Applications (including student ID) can be submitted to: <a href="mailto:orga@bwl.uni-mannheim.de">orga@bwl.uni-mannheim.de</a> by e-mail.</p> <ul style="list-style-type: none"> <li>• <b>Application deadline: 30.09.2020</b></li> <li>• <b>Announcement of participants: 02.10.2020</b></li> </ul>
<b>Form of assessment</b>	Assignment and oral presentation (70%), in-class discussion (30%)
<b>Semester</b>	HWS
<b>Language</b>	English