

**Module: MAN 695 Project Course Innovation Management****Contents:**

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.

**Learning outcomes:**

Students gain insights into the business challenges of a real company. The already acquired knowledge of theoretical concepts in innovation management is deepened. The transfer- and problem-solving skills of students are enhanced as students apply theoretical knowledge to derive meaningful solutions for challenges in innovation management. Students can practice their presentation skills and learn how to effectively communicate the results and insights of their analysis.

**Prerequisites:****Formal:**

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**Recommended:**

Master-level knowledge on innovation and management, MAN 690 Innovation Management

**Obligatory registration:** yes**Further Information on registration:**

Website of the chair

<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>
Seminar	2	10
ECTS in total		6
<b>Form of assessment</b>	Assignment and oral presentation (70%), in-class discussion (30%)	
<b>Preliminary course work</b>	-	
<b>Lecturer/Person in charge</b>	Prof. Dr. Karin Hoisl	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall Semester	
<b>Language</b>	English	
<b>Program-specific educational goals</b>	LG 1	
<b>Grade</b>	graded	
<b>Range of application</b>	M.Sc. MMM, M.Sc. MMBR, M.Sc. Bus. Edu., M.Sc. Econ., M.Sc. Bus. Inf.	