

# Innovation Management

## Schedule and ECTS

The week has the general format from Saturday to Thursday  
Contact Hours: 48 hours  
6 ECTS

## Module Objectives

The goal of GGS's MBA programme is to provide knowledge and skills from different academic disciplines so that students are equipped to manage businesses in a global environment successfully and in a socially responsible way. The current module serves the goal of the MBA programme by teaching students knowledge and skills for **innovation management**. The course is designed to explain and evaluate historical and current thinking in Innovation Management. Students will gain an understanding of this field and be able to apply theories and concepts in a practical setting.

### Learning Goals Contributing to MBA Qualification

Upon completion of this module, students will have the following competencies and skills:

#### Knowledge and Understanding

Students will have demonstrated knowledge and understanding in the following areas of the field of Innovation Management:

- Theories of innovation management, determinants, definitions and taxonomies of innovation
- Innovation strategy
- Innovation processes and paradigms
- Acquisition of knowledge
- Interpreting and understanding new knowledge
- New product development
- Innovation and diffusion
- Innovation controlling.

#### Application Skills

Students will be able to apply their knowledge and understanding of innovation management to different managerial and organizational contexts.

#### Systems Skills

Students will be able to integrate disparate knowledge and complex information about innovation management. Students will be able to formulate judgements with incomplete or limited information and to reflect on the social and ethical implications of the applications of their knowledge and judgements. In addition, students will be able to autonomously acquire new knowledge and skills, and independently perform research-oriented or application-oriented projects relating to the management of innovation in organizations.

#### Communication and Social Skills

Students will be able to communicate their conclusions about issues related to innovation and the underlying knowledge and rationales clearly to specialist and non-specialist audiences. In team contexts, students will function effectively in leadership as well as in supporting roles.

## Module Content

### Core Concepts of Innovation

- Types of innovation (e.g. product, process, incremental, radical)
- Innovation strategy
- Innovation processes
- Paradigms (funnelling, stage-gate)
- Absorptive capacity

### Innovation Management

- Initiation of innovations (e.g., structured approaches of idea generation)
- Sources of innovation
- Evaluation of ideas
- Innovation organization
- Leading innovation
- Innovation controlling