

2019.FS

<b>Module Name: Innovation and Technology Management</b>			
Module Code	w.BA.XX.2ITM.XX		
Module Description	The basic understanding, knowledge, and skills of innovation and technology management today form an integral part of basic business management training. The module Innovation and Technology Management covers the management-related basic principles as well as insights into emerging technologies and digital technologies. Basic concepts are made accessible and the possibilities and limitations of new technologies are clarified in a first basic overview. Students work on one or two cases concerning the potential innovation of companies. They analyze of the business environment, evaluate technology fields and develop and test actual innovations. Contents:- Fundamentals of innovation and technology management- Business model innovation, product and service innovation- Disruptive technologies and innovation- Analysis and assessment of emerging technologies- Digital technologies and innovation- Situational and trend analysis, identifying innovational fields- From an innovational field to a concrete idea for an innovation, applying creativity methods to formulate ideas for innovations- Evaluation of ideas for innovations: innovational and technological strategies, technology portfolios- Preliminary study: developing and testing minimum viable prototypes (MVPs)- Project planning: make or buy, technology vs. product development, IP management- Pitching of ideas and MVPs based on the COSTAR framework.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Banking and Finance (PiE)</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - General Management (PiE)</li> <li>§ Business Administration - Risk and Insurance</li> <li>§ Business Information Technology</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Center Innov. und Entrepreneurship Ltg		
Module Coordinator	Angela Beckenbauer (becb)		
Deputy Module Coordinator	Carmen Kobe (kobe)		
Prerequisite Knowledge	None		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ are able to analyze a business environment and relevant technological drivers.</li> <li>§ are able to identify and develop innovation potential or technology-driven business models and product and service innovations.</li> </ul>		

Module Content	§ Fundamentals of innovation and technology management § Business model innovation, product and service innovation § Disruptive technologies and innovation § Analysis and assessment of emerging technologies § Digital technologies and innovation § Situational and trend analysis, identifying innovational fields § From an innovational field to a concrete idea for an innovation, application of creativity methods to formulate ideas for innovations § Evaluating ideas for innovations: innovational and technological strategies, technology portfolios § Preliminary study: developing and testing a minimum viable prototype § Project planning: make or buy, technology vs. product development, IP management § Pitching ideas using the COSTAR framework § Analyzing one or two cases to identify and further develop innovation potential and working independently in doing so		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2CDI.XX w.BA.XX.2DT.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Project Work	<b>Social Settings Used:</b> Group Work	
Digital Resources	Reader		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	-	-	
Small Class	24 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>24 h</b>	<b>0 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Lecture/oral presentation/pitch	Grade	15	75,00%
Written Assignment	Grade	-	25,00%
Classroom Attendance Requirement	Performance assessments (interim and final presentations, compulsory attendance of whole group) Guest lectures and (possibly) visiting a laboratory		
Language of Instruction/Examination	German		
Compulsory Reading	-		
Recommended Reading	Selected articles will be made available on Moodle		
Comments	-		