

<i>Course title</i>	<i>Innovation Management for Technical Products</i>
<i>Course code</i>	<i>S 9141</i>
<i>Module coordinator</i>	<i>Miriam Heinrich</i>
<i>Lecturer</i>	<i>Andreas und Matthias Luthe</i>
<i>Level of course</i>	<i>Bachelor</i>
<i>Recommended prerequisites</i>	<i>None</i>
<i>Type of course</i>	<i>Seminar</i>
<i>Weekly lecture hours (SWS)</i>	<i>2</i>
<i>ECTS credits</i>	<i>2</i>
<i>Workload</i>	<i>In total 60h, 30h course attendance, 30h self-study</i>
<i>Assessment (grading; pass/fail)</i>	<i>graded</i>
<i>Regular cycle</i>	<i>Each semester</i>
<i>Language of instruction</i>	<i>English</i>
<i>Contents:</i>	<i>Innovation Management for Technical Products is a competitive advantage of the future. Companies like SAP, Tesla, Google, Apple, Airbnb, uber, hilti, IKEA and IBM are achieving success by differentiating their products, services and business models through innovation. This course will give you an understanding about the methods and tools to change the global market through innovation. This course features an overview of different approaches to innovation and development of strategy to optimize innovation within an organization. We will try to apply different tools (eg Design Thinking) and see different case studies. You will learn to understand, to define and to optimize processes of innovation, through creativity, technology and architecture. This will help you to measure your innovation performance and build a competitive advantage.</i>
<i>Learning outcome (competencies):</i>	<i>After having successfully completed the course, the students should</i> <ul style="list-style-type: none"> • <i>The takeaways for you should be understanding innovation, analyzing innovation and the organization and get motivation to implement processes of innovation.</i>
<i>Teaching methods</i>	<i><input checked="" type="checkbox"/>Lecture <input checked="" type="checkbox"/>Group work <input checked="" type="checkbox"/>Exercises <input type="checkbox"/>Simulation <input type="checkbox"/>Video feedback <input checked="" type="checkbox"/>Others: Seminar</i>
<i>Assessment methods</i>	<i>Presentation and written Report</i>
<i>Recommended reading</i>	
<i>Additional information</i>	
<i>Recognition of credits</i>	