

M.Sc. Modul 4/5 (PO 2018)
Wahlpflichtmodul
Sommersemester 2024

"Advanced Seminar in Innovation Management, Entrepreneurship and Empirical Methods"

Supervising Professor

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Description

Innovation management and entrepreneurship are currently particularly important topics for companies, as the ability to continuously innovate and adapt is crucial in a rapidly changing economic world. Due to shorter product life cycles and digitalization, companies have to survive on the market with product or process innovations at an ever faster pace. Start-ups are increasingly taking over established markets with radical innovations. In order to remain competitive, in-house research and development and an innovation-friendly corporate culture are essential. Agile innovation management, interdisciplinary teams, collaborations with start-ups and entrepreneurial thinking among employees are in demand. It is important to recognize trends early on and continuously develop your own business models. Entrepreneurship is no longer reserved for founders, but is expected of managers and intrapreneurs in all areas of the company. In order to keep up with the innovation race, companies must awaken the intrapreneurial potential of their employees and create scope for creativity. Together with founders, we will work on exciting case studies and delve deeper into the subject area at a Master's level. We will gain new and interdisciplinary perspectives and we will deal with empirical research methods in order to investigate and understand innovation and entrepreneurship.

Course procedure

The seminar is divided into five phases. In the **first phase**, the basics and interrelationships of innovation and innovation management in companies will be discussed. It is about the topics of "Entrepreneurship and Mindset of Start-ups" as well as the potential influencing factors within the framework of a "start-up ecosystem". In addition, it is about the analysis of innovations in the context of business models and industries. In a **second phase**, an overview of the instruments and tools for the analysis of business models and innovation management will be discussed. This also includes an introduction to the course and phases of innovation processes as well as the founding of new companies. In a **third phase**, the independent investigation of innovations is in the foreground of the seminar work in groups. Here, work topics are assigned that will deal with specific industries and companies. It is about the application of methods of innovation management as well as the practical exchange with startups and founders. The focus of further seminar and group work is on understanding entrepreneurship and innovations independently. The focus is also on the development of solutions. The students organize their project work independently. The **fourth phase** is dedicated to the presentation of the lessons learned. The concluding **fifth phase** includes the written elaboration of a written seminar paper.

Particularly suitable for specializations

All specializations

Objectives

- Classic approaches in innovation management
- New and interdisciplinary models in IM
- Strategic versus operational innovation management
- Start-up ecosystem and entrepreneurship mindset
- Analysis of business models and start-up phases
- Independent project management with project work
- Time management, conflict management, teamwork
- Interim reports and final presentation of results
- Writing a seminar paper as group work
- Knowledge and application of scientific working methods
- New methods of empirical research work

Examinations

Regular active participation in events, guest lectures and presentation of results (40%), final report (60%)

Participants

max. 20 students