

## Module description for module 2: Innovation management

<b>Module title, ECTS credits (and possibly STADS code)</b> <i>Innovation management</i> 5 ECTS
<b>Location</b> <i>1<sup>st</sup> semester</i>
<b>Module coordinator</b> <i>Christian Richter Østergaard</i>
<b>Type and language</b> <i>Type: compulsory course module</i> <i>Language: English</i>
<b>Objectives</b> <i>The objectives of the course are to provide students with an understanding of main theories and concepts within innovation management and introduce them to how factors in national and international economic environment affect the innovation processes within firms. The course links theory with practice through various in-class real world examples and through the overall course assignment.</i> <b>Learning Outcomes</b> <i>Upon successful completion of the course the student will have gained</i> <ul style="list-style-type: none"><li>• <i>knowledge</i><ul style="list-style-type: none"><li>○ <i>of main concepts, definitions, theories and models related to innovation management.</i></li><li>○ <i>of theories on how factors in the national and international economic environment affect the innovation processes within firms</i></li></ul></li><li>• <i>skills</i><ul style="list-style-type: none"><li>○ <i>to assess and interpret an innovation process.</i></li><li>○ <i>to identify the various challenges involved in innovation processes and make recommendation for handling these challenges.</i></li></ul></li><li>• <i>competences</i><ul style="list-style-type: none"><li>○ <i>to independently coordinate and conduct an analysis of innovation processes in a firm</i></li><li>○ <i>to develop recommendations for innovation management</i></li></ul></li></ul>
<b>Academic content and conjunction with other modules/semesters</b> <i>Innovation is regarded as an important driver of competitiveness for many contemporary organisations, and managing innovation has thus become a key challenge for them. Managing the process of innovation is, however, difficult and the outcome is highly uncertain. Consequently, many efforts to create successful new products and services fail. Managing innovation also depends on the industrial context, firm size and market structure. For example large incumbents have more resources for innovation, but their innovations also risk “cannibalising” profits from existing products. Other firms might only innovate to deter entry. It is therefore important for students to understand and reflect upon how strategies, organisational forms, tools and techniques might foster or hinder innovation.</i> <i>The course provides students with insight into theories and methods to management of innovation. The course combines an integrative approach to studies of innovation processes emphasizing the integration of market, technological and organizational change.</i> <i>In module 2 students apply the theoretical background acquired in module 1. Module 2 prepares the students for practical application of theories of innovation management in the semester project (module 5).</i>

**Scope and expected performance**

*Module 2 consists of 5 ECTS which is equivalent to 137.5 hours of work. 28 of these are spent in class and it is expected that the students spend two hours preparing for each hour in class. Over the period of the course and in the ensuing weeks students are expected to spend 25 hours preparing an assignment for the exam. In addition it is expected that students review the course material prior to the exam. This preparation along with the actual exam should be expected to take 30 hours.*

**Participants**

*MIKE-B and MIKE-E students*

**Prerequisites for participation**

*Enrolment in MIKE-B or MIKE-E*

**Module activities (course sessions etc.)**

*see moodle*

**Examination**

*An oral internal examination covering the assignment and the course curriculum for module 2. The examination is based on an oral presentation and an ensuing discussion with a written student assignment as its point of departure. The duration of the examination is approximately half an hour per student. The grading is given according to the Danish 7-point marking scale. The examination weights 5 ECTS.*