

Technology and Innovation Management

Prof. Alexander Kock | Winter Term 2019/20



The importance of innovation is greater than ever but innovation management is totally different form managing normal projects.

The Need for Innovation



Compared to 2005, gross domestic expenditure on R&D has increased by around 59%.

Source: Bundesbericht Forschung und Innovation 2018



79% of firms ranked innovation as either the top-most priority or a top-three priority at their company

Source: BCG Global Innovation Survey, 2015.

The Need for Innovation

- Increasing speed of change
- Shorter product lifecycles
- More complex technologies and longer development cycles
- Endless possible partnerships and opportunities
- Tendency for winner-takes-it-all markets
- International competition not only on price but also on innovation leadership

Managing innovations will be a key competence of future managers!

The course is structured in interactive lectures, case studies, and practitioner talks.

Course Logistics

Weekly date: Tuesday, 13:30-17:00 o'clock, S103/ 223

Elements (*all exam-relevant*):

- interactive lectures
- case studies
- 1 online computer based simulation
- practitioner talks

Literature (*exam-relevant*):

- Excerpts from textbooks, research articles

Exam:

- Expected date in March 2020
- Written 6 CP module examination
- Three optional assignments for exam bonus points (*up to 10% of the exam*)
- Relevant is the entire material of the current lecture

Course Topics

- Introduction to Innovation Management
- Corporate Innovation System
- Innovation Strategy
- Innovation Culture
- Organizing Innovation
- Front End of Innovation
- Development
- Market Introduction
- Technology Management
- Open Innovation