



TECHNISCHE
UNIVERSITÄT
DARMSTADT

Technology and Innovation Management

Seminar Announcement | Summer 2015

IT-driven Ideation & Innovation at Merck

Cooperation Partner:

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INNOVATIONSMANAGEMENT

Goals

- IT Department of Merck KGaA is looking for user centric IT innovations supporting strategic goals of internal customers
- Ideation and innovation processes should be built on “customer first” focused innovations.

Tasks

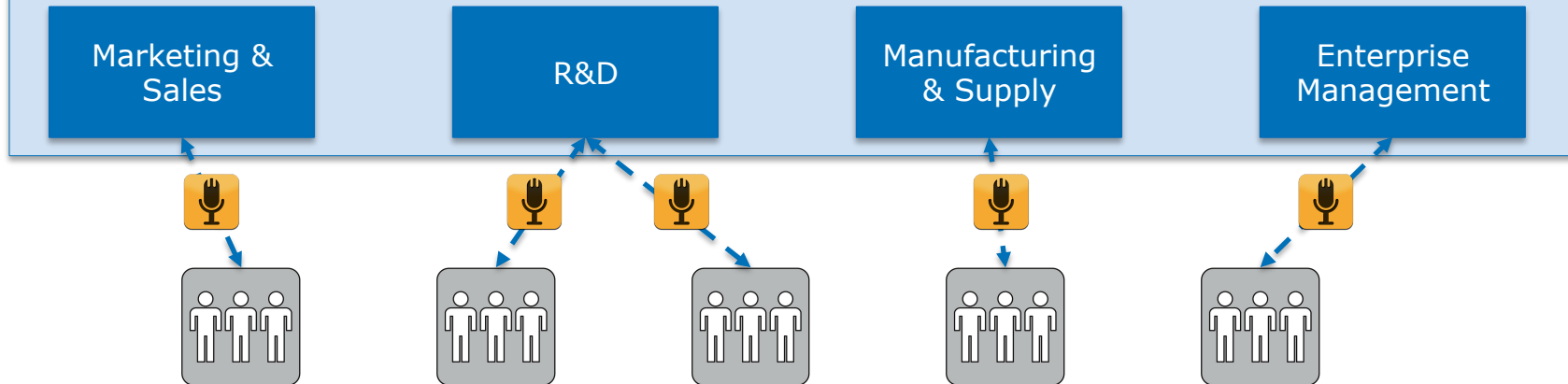
- Motivated students, willing to face a challenge, **analyze** the given **situation** and **interview stakeholders** to **build** a profound **strategy** for IT-driven Innovation

Results

- Analysis and interpretation of the given situation at Merck
- Interviews of stakeholders
- Propositions for a strategy to establish a highly sophisticated innovation and technology foresight process at Merck

To Do's in the Seminar

IS is providing services to the following business domains:



- You (in teams of 3 students) will...
 - Analyze the current innovation situation at IS and Merck
 - Conduct interviews with internal IS partners and business peers in one of the business domains
 - Map IS internal and customer expectations
 - Cross-collaborate with the other teams to ensure innovating at the right areas to support customer needs
 - Present your suggestions in front of the IS leadership team
 - Build the foundation and ecosystem to allow IS employees to innovate (with the standard innovation toolkit)

Participants

- 15 students (in teams of 3) in Master's study (*Wirtschaftsingenieurwesen* or *Wirtschaftsinformatik*)

Contributions & Requirements

- Participation in seminar kickoff, mid-term presentation and final presentation
- One theoretically well-established written seminar paper (50% of the grade; team; language [German or English](#))
- Presentation of the team results (35% of the grade; individual; [English](#))
- Your participation and engagement during seminar discussions and the interviews (15% of the grade, individual)

Partner: Merck, IT Ideation, Innovation & Technology Foresight, Darmstadt

- Cooperation partner will provide student teams with information and access to interview partners. Current challenges of IS at Merck will be presented.

Preliminary Course of Action

