

Lecture

“(Strategic and) Innovation Management”

(12-IM, Bachelor program, 5 ECTS, Winter 19/20, in English language)

Background

The tremendous technological and market dynamics of our times require firms to develop smart strategies for their businesses and technologies. This theory-led and practice-oriented module provides you with essential knowledge in the areas of strategic management and innovation management. On successful completion of this module you will be able to understand, develop and evaluate business strategies and innovation strategies in various areas, while choosing the adequate conceptual approach.

Prerequisites

None

Course structure

Strategic management

- (1) Introduction (18/10/19)
- (2) Strategic analysis (25/10/19)
- (3) Business strategy (08/11/19)
- (4) Corporate strategy (15/11/19)
- (5) Strategy implementation (22/11/19)
- (6) Internationalization, corporate governance, and corporate social responsibility (29/11/19)
- (7) Strategic leadership (06/12/19)

Innovation management

- (8) Introduction (13/12/19)
- (9) Sources of technology and innovation (20/12/19)
- (10) Developing new products and services (10/01/20)
- (11) Introducing new products and services (17/01/20)
- (12) Technology and innovation strategy (24/01/20)
- (13) Crowd-based innovation (31/01/20)
- (14) Wrap-up and Q&A (31/01/20)

Literature

Barney JB, Hesterly WS. 2015. *Strategic management and competitive advantage: Concepts and cases* (5th ed.). Pearson: Boston.

Schilling MA. 2013. *Strategic management of technological innovation* (4th ed.). McGraw-Hill: New York, NY.

Various other readings will be available via WueCampus.

Workshops

Tutor-led workshops will be offered. We will assign groups in the first week.

Assessment

60-minute exam (during the regular exam period)

Language

English; students can answer exam questions in German

WueCampus

You can self-enroll to WueCampus until the third lecture week. No further enrolments will be possible beyond that date and we will not manually enroll any students missing the registration deadline. The registration will remain valid for two terms.

Responsible

[Prof. Dr. Sascha Walter](#)

Last change: 16th October 2019