

## Syllabus

<b>Name:</b>			
<b>Innovation Management</b>			
<b>Responsible:</b>			
Professor Sascha Walter			
<b>Program:</b>	<b>Type:</b>	<b>Term:</b>	<b>ECTS:</b>
Bachelor	Lecture	Summer	5 CP
<b>Contents &amp; Objectives:</b>			
<p>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 strategies in various areas, while choosing the adequate conceptual approach.</p>			
<b>Prerequisites:</b>			
n/a			
<b>Course Structure:</b>			
<p><i>Strategic management</i></p> <ol style="list-style-type: none"> <li>(1) Introduction to strategic management</li> <li>(2) Strategic analysis</li> <li>(3) Business strategy</li> <li>(4) Corporate strategy (Part 1)</li> <li>(5) Corporate strategy (Part 2)</li> <li>(6) Strategy implementation</li> </ol> <p><i>Innovation management</i></p> <ol style="list-style-type: none"> <li>(7) Introduction to innovation management</li> <li>(8) Sources of technology and innovation</li> <li>(9) Developing new products and services</li> <li>(10) Introducing new products and services</li> <li>(11) Driving intra-organizational innovation</li> <li>(12) Technology and innovation strategy</li> </ol>			
<b>Literature:</b>			
<p><i>Strategic Management</i></p> <p>[1] Barney JB, Hesterly WS. 2015. Strategic management and competitive advantage: Concepts and cases (5th ed.). Pearson: Boston.</p> <p>[2] Dess GG, Lumpkin GT, Eisner AB. 2014. Strategic management: Text and cases (7th ed.). McGraw-Hill Education: New York, NY.</p> <p>[3] Gamble J, Thompson AA, Peteraf MA. 2016. Essentials of strategic management: The quest for competitive advantage (5th ed.). McGraw-Hill Education: Dubuque.</p> <p>[4] Hill CWL, Jones GR. 2015. Strategic management: An integrated approach (11th ed.). South-Western, Cengage Learning: Mason, OH.</p> <p>[5] Hitt MA, Ireland RD, Hoskisson RE. 2016. Strategic management: Competitiveness and globalization (12th ed.). Cengage Learning: Australia.</p> <p>[6] Rothaermel FT. 2017. Strategic management (3rd ed.). McGraw-Hill Education: New York, NY.</p> <p>[7] Thompson JL, Scott JM, Martin F. 2014. Strategic management: Awareness and change (2nd ed.). Chapman &amp; Hall, University and Professional Division: London; New York.</p>			

*Innovation Management*

[8] Burgelman, R.A., Christensen, C.M., Wheelwright, S.C. 2009. Strategic management of technology and innovation. McGraw-Hill Irwin, Boston.

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

[10] Tidd, J., Bessant, J.R. 2014. Strategic innovation management. Wiley, Hoboken.

Various other readings will be available via WueCampus.

**Assessment:**

60-minute final exam

**Contact:**

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