

## Course Description - Winter 2024/2025

<b>Title</b>	Managing Innovation
<b>Faculty</b>	Business and Economics
<b>Professor</b>	Prof. Dr. Richter
<b>ECTS</b>	5
<b>Level</b>	Bachelor
<b>Requirements</b>	-
<b>Add. Information</b>	Students have to take a comprehensive written in-class examination (67%) and have to give presentations (33%).
<b>Content</b>	Innovation makes a huge difference to organizations of all sizes. Innovative firms outperform firms that fail to innovate. However, managing innovation is not easy. It requires skills and knowledge, which are significantly different to the standard management toolkit. This is because most management training is aimed to maintain stability. As a result, most organizations either simply do not formally manage the innovation process or manage it in an ad hoc way. In this course we follow an integrated process approach, which deals with the interactions between changes in markets, technology, and organizations.