

KURSBESCHREIBUNG/ COURSE DESCRIPTION

KURSTITEL <i>Course title</i>	Fostering Innovation from the Market Side: From Design Thinking to Successful Diffusion
KURS-ID <i>Course number</i>	302
Kursverantwortlicher <i>Person in charge</i>	Language and Electives Centre
Art der Lehrveranstaltung <i>Type of course</i>	Elective
Studiengang <i>Course of studies</i>	all
Niveau <i>Course Level</i>	Undergraduate and Postgraduate
Voraussetzungen <i>Prerequisites</i>	None
SWS <i>Lessons per week</i>	2
ECTS <i>ECTS (Credits)</i>	2
Art der Prüfung <i>Course assessment</i>	Presentation and Seminar Paper
Unterrichtssprache <i>Course language</i>	English
Dozent <i>Lecturer</i>	Dr. Sarah Schöllhammer
Kursziele <i>Course objectives</i>	<p>New products and services mainly fail in the market because they do not sufficiently address real user needs. Integrating the voice of the customer along the innovation process is a proven success factor for innovation. Still, innovation (management) often tends to be the primary domain of technically oriented research and development departments (R&D).</p> <p>This course aims to provide students with the knowledge and methods skills to complement technical innovation practices with market-side know-how.</p> <p>It is particularly interesting for those aiming to support innovations in a business context, from the marketing or R&D department, cross-functional innovation management, consultancies or in their own start-ups.</p>
Kursinhalte <i>Course contents</i>	<p>The importance of 'the market side' for successful innovation Where to bring in market-centric knowledge and skills: Typical organizational setups</p> <p>Opportunities to apply market-centric approaches along the innovation process:</p> <ul style="list-style-type: none"> • Strategy: How to deduct innovation search fields from trends • Idea and concept development: User-centric ideation

	<p>methods (Design Thinking, Lego Serious Play)</p> <ul style="list-style-type: none"> • Business Models: Using Canvases to sketch business opportunities • Launch and Diffusion: Specifics of innovation marketing
<p>Lehrmethoden <i>Teaching methods</i></p>	<p>The emphasis lies on practical application. Using one case example, student teams move along all typical phases of the innovation process.</p> <p>For each of the above topics students will</p> <ul style="list-style-type: none"> • first understand the challenge in companies (lecture), • then get to know suitable market-side methods (lecture), • followed by practical application (team exercise), • and presentation of results (presentation).
<p>Lehrbuch <i>Textbook</i></p>	
<p>Empfohlene Literatur <i>Recommended reading</i></p>	<p>Tidd, Joe and Bessant, John (2018): Managing Innovation: Integrating Technological, Market and Organizational Change, 6th ed., Chichester: Wiley.</p> <p>Lewrick, Michael, Link, Patrick and Leifer, Larry (2018): The Design Thinking Playbook: Mindful Transformation of Teams, Products, Services, Businesses and Ecosystems, Chichester: Wiley.</p> <p>Osterwalder, Alexander and Pigneur, Yves (2010): Business Model Generation – A Handbook for Visionaries, Game Changers, and Challengers.</p> <p>Trommsdorff, Volker and Steinhoff, Fee (2013): Innovationsmarketing, 2nd ed., München: Vahlen.</p>
<p>Besonderes <i>Specific requests</i></p>	<p>Block courses</p>
<p>Kurs gehört zum Zusatzzertifikat ... <i>Course is part of the additional certificate</i></p>	<p>Not relevant</p>