

Module	Innovation Management
Semester	Fall 2019
ECTS-Credits	2
Contact hours	22
Lecturer	Prof. Dr. Petra Findeisen
Examination type	Written exam
Pass mark	4,0
Methodology	
Prerequisites	English proficiency at a minimum level of B1/B2
Objectives	
Content	Innovation Management: importance of innovation to new ventures, established companies and society. In the beginning of the course, fundamentals of innovation management are introduced (e.g. characteristics of innovations, invention – innovation, incremental innovations – radical innovations, market pull – technology push, managing innovation).
Literature	Announced by the lecturer.