

## Innovation Management

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### Bachelor Program

#### Introduction to Innovation Management

*Grundlagen des Innovationsmanagements*

Main Lecturer: Prof. Dr. Alexander Fliaster

Innovation-based competition  
 Definition and main types of innovation  
 Paradigms of innovation management and main streams in the organizational innovation research  
 Generation of innovations: Innovation as combination  
 Intra-organizational actors: Innovation champions, gatekeepers and promoters  
 External actors: Involvement of lead users  
 Innovation and entrepreneurship: Creation of new industries through business model and system innovations  
 Encouragement of innovations in organizations: The role of innovation culture

Language: German

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture & tutorial, multimedia-based case studies
<b>Credits:</b> 6	<b>Examination:</b> Written exam
<b>Registration Lecture:</b> yes: no <input checked="" type="checkbox"/>	<b>Registration Exam:</b> yes: central registration no <input type="checkbox"/>

#### Organizational Knowledge Management

*Wissensmanagement*

Main Lecturer: Prof. Dr. Alexander Fliaster, M.Sc. Michael Kolloch

Knowledge-based economy and its challenges from the managerial perspective  
 Main goals of knowledge management; Classification of knowledge from the managerial perspective  
 One-dimensional and multidimensional knowledge strategies in organizations  
 Organizational knowledge management systems  
 Main knowledge processes in organizations: knowledge sharing, creation, and retention  
 Organizational learning in knowledge-based companies

Language: German (case studies in English)

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture & tutorial, multimedia-based case studies
<b>Credits:</b> 6	<b>Examination:</b> Written exam
<b>Registration Lecture:</b> yes: WS14/15: 24.09.-01.10.2014 no <input type="checkbox"/>	<b>Registration Exam:</b> yes: WS14/15: 06.-12.10.2014 no <input type="checkbox"/>

#### Technology and R&D Management

*Technologie- und F&E-Management*

Main Lecturer: Prof. Dr. Alexander Fliaster, N.N.

Technology strategies in organizations  
 Methods of technology acquisition  
 Technology and market pioneers and followers: The time dimension of innovation  
 Main tools of technology and R&D management: Technology lifecycle, S-curve, portfolio management  
 Stage-gate approach  
 Key success factors of new product development

Language: German (case studies in English)

<b>Hours per week / Semester:</b> 3 / winter + summer, besides WS14/15	<b>Teaching Method:</b> Lecture, case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Presentation and term paper

## Business Model Innovations

*Innovationsorientierte Unternehmensführung*

Main Lecturer: Prof. Dr. Alexander Fliaster, Dipl.-Kffr. Univ. Sonja Sperber

Business model, value creation, and firm performance

Competitive forces, generic and hybrid competitive strategies, and sustainable competitive advantages

Organizational innovation cockpit

4Ps Model of the innovation space

Dynamic model of product and process innovation

Modular and architectural innovations

Sustainable and disruptive innovations

Business model innovations

Language: German

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture, case studies, presentation, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Presentation and term paper, answering of paper- and course-related questions
<b>Registration Lecture:</b> yes: WS14/15: 24.09.-01.10.2014 no <input type="checkbox"/>	<b>Registration Exam:</b> yes: WS14/15: 06.-12.10.2014 no <input type="checkbox"/>

## Bachelor Thesis Class (only for Bachelor thesis students of the Chair of Innovation Management!)

*Bachelorarbeiten-Seminar*

Main Lecturers: Prof. Dr. Alexander Fliaster, N.N.

Basic skills of academic writing

Identification of the research question

Content and basic structure of an academic research paper

Literature search

Methods of data collection and empirical research

Writing techniques

Main format requirements

Preparation for the writing process of the bachelor thesis: Time management and process management

Language: German

<b>Hours per week / Semester:</b> 2 / winter + summer	<b>Teaching Method:</b> Lecture, case study, presentation, classroom discussion
<b>Credits:</b> 3	<b>Examination:</b> Presentation and contribution to the classroom discussion
<b>Registration Lecture:</b> ye WS14/15: 09.-01.10.2014 no <input type="checkbox"/>	<b>Registration Exam:</b> yes: no <input checked="" type="checkbox"/>

## Master Program

### Innovation in Networks

*Innovation in Netzwerken*

Main Lecturer: Prof. Dr. Alexander Fliaster

Prerequisites: Bachelor degree

Definitions and concepts of social capital at different levels of analysis

Core technical terms, main concepts and methods of social network analysis

Impact of social networks on knowledge sharing, creativity and innovation at: The individual level, the dyadic level, the group level, the organizational level and the inter-organizational level

Language: German

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture, case studies, learning videos, demonstration of software application, presentation
<b>Credits:</b> 6	<b>Examination:</b> Written exam
<b>Registration Lecture:</b> yes: WS14/15: 24.09.-01.10.2014 no <input type="checkbox"/>	<b>Registration Exam:</b> yes: to be announced no <input type="checkbox"/>

## Innovation and Collaboration

### *Innovation und Kollaboration*

Main Lecturer: Prof. Dr. Alexander Fliaster, M.Sc. Fabian Reck

Prerequisites: Bachelor degree

Managing to collaborate: The theory of collaborative advantage

Individual inventors and the role of collaboration

Collaboration in and between cross-functional innovation teams

Collaboration in virtual innovation teams

Interdepartmental collaboration for innovation and change

Stakeholder management from the innovation perspective

Inter-organizational alliances for innovation

Open innovation

Language: German

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture, case studies, multimedia-based learning simulation, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Presentation and term paper, answering of paper- and course-related questions
<b>Registration Lecture:</b> yes: WS14/15: 24.09.-01.10.2014 no <input type="checkbox"/>	<b>Registration Exam:</b> yes: WS14/15: 06.-12.10.2014 no <input type="checkbox"/>

## Organizational Crisis Management

### *Organisationales Krisenmanagement*

Main Lecturer: Prof. Dr. Alexander Fliaster, N.N.

Prerequisites: Bachelor degree

Definitions and taxonomies of organizational crises

Main causes and phase models of organizational crises

Multi-phase models of organizational crisis management

Decision-making and leadership in crisis situations

Crisis management teams

Concept of the organizational crisis readiness and adaptability

Language: English

<b>Hours per week / Semester:</b> 2 / winter	<b>Teaching Method:</b> Lecture, case studies, multimedia-based learning simulation
<b>Credits:</b> 6	<b>Examination:</b> Presentation and term paper, answering of paper- and course-related questions
<b>Registration Lecture:</b> yes: WS14/15: 24.09.-01.10.2014 no <input type="checkbox"/>	<b>Registration Exam:</b> yes: WS14/15: 06.-12.10.2014 no <input type="checkbox"/>

## International Innovation Strategies

### *International Innovation Strategies*

Main Lecturer: Prof. Dr. Alexander Fliaster, Dipl.-Kffr. Univ. Sonja Sperber

Prerequisites: Bachelor degree

Challenges of innovation in the global competition

Innovation radar: Directions of business innovation

The Blue Ocean strategy and value innovation

Disruptive strategic innovations

Business model innovations in global companies

Innovations at the bottom of the pyramid

R&D structure, innovation processes, and offshoring strategies in global companies

Innovation and strategic knowledge management in global companies

Language: English

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture, IT- and multimedia-based learning simulations, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Presentation and term paper, assignments, answering of paper- and course-related questions
<b>Registration Lecture:</b> yes: WS14/15: 24.09.-01.10.2014 no <input type="checkbox"/>	<b>Registration Exam:</b> yes: WS14/15: 06.-12.10.2014 no <input type="checkbox"/>

## Implementation and Diffusion of Innovations

### *Implementation and Diffusion of Innovations*

Main Lecturer: Prof. Dr. Alexander Fliaster

Prerequisites: Bachelor degree

Definitions, reasons and types of organizational change

Contextual features and design choices in the technology-driven organizational change

Key actors of technology-driven organizational change

Process theories and multi-step models of organizational change

Implementation of information systems as a change management task

Diffusion of innovations theory: The market perspective and the intraorganizational perspective

Resistance to innovations: Sources, arguments, forms, and impact

Implementation of innovations in organizations (*Learning Simulation*): Confronting the knowing-doing-gap

Implementation of innovations in organizations: Key approaches and managerial tools to overcome the resistance

Language: English

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture, IT-based learning simulation, learning videos, case studies
<b>Credits:</b> 6	<b>Examination:</b> Written exam
<b>Registration Lecture:</b> yes: WS14/15: 24.09.-01.10.2014 no <input type="checkbox"/>	<b>Registration Exam:</b> yes: WS14/15: 06.-12.10.2014 no <input type="checkbox"/>

## Organizational Innovativeness and Creativity

### *Organizational Innovativeness and Creativity*

Main Lecturer: Prof. Dr. Alexander Fliaster, N.N.

Prerequisites: Bachelor degree

Need for business creativity and the definitions of creativity from the psychological and managerial perspective

Impact of creativity and innovation on sustainable competitive advantages

Knowledge combination as the key mechanism of business creativity

Confluence approaches to the study of creativity: Individuals and social environment

Complementarity theory of human capital and social capital and their impact on creativity

Key components of individual creativity and the team creativity

Supportive work environment, innovation climate, and the key managerial approaches to encourage creativity and innovation in organizations

Language: English

<b>Hours per week / Semester:</b> 2 / winter + summer, besides WS14/15	<b>Teaching Method:</b> Lecture, case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Presentation and term paper, assignments, answering of paper- and course-related questions

## Master Thesis Class (only for Master thesis students of the Chair of Innovation Management!)

### *Masterarbeiten-Seminar*

Main Lecturer: Prof. Dr. Alexander Fliaster, N.N.

Prerequisites: Bachelor degree

Advanced skills of academic writing

Identification of the research question

Content and basic structure of an academic research paper

Literature search and preparation of meta-reviews

Drafting, revision and editing of an academic research paper

Qualitative and quantitative research methods

Main formal requirements

Preparation for the writing process of the master thesis: Time management and process management

Language: German

<b>Hours per week / Semester:</b> 2 / winter + summer	<b>Teaching Method:</b> Lecture, case study, presentation, classroom discussion
<b>Credits:</b> 5	<b>Examination:</b> Presentation and contribution to the classroom discussion
<b>Registration Lecture:</b> yes: WS14/15: 24.09.-01.10.2014 no <input type="checkbox"/>	<b>Registration Exam:</b> yes: no <input checked="" type="checkbox"/>