



Announcement

Strategic Innovation Management

Professor Dr. Stephan Altmann

Content

The lecture *Strategic Innovation Management* is dedicated to introducing advanced bachelor as well as master students from all faculties who have some basic business background to the fundamentals of developing and implementing innovation strategically and sustainably to achieve profitable growth for business organizations.

Students will hear what the key elements of business and innovation strategies are, what are project portfolios and strategic steering performance indicators, what content is needed for robust innovation projects, what process steps are established in most modern companies regarding project controlling, what the fundamentals of a good innovation culture are, and which digital tools can support organizations in their project and process management.

Students will comprehend why good business strategy needs to be modular, clear and purposeful, why good innovation strategy should be derived from the business strategy, why innovation portfolios are the key to implementing strategy with the necessary agility to be successful, why answering well to the who, why, what, how, when and where of innovation projects creates excellence, why innovation projects need resources for their targets as well as strict control, why the culture of organizations can sustain as well as block innovation just as well, and finally why digital full-scope solutions is maybe not the best way to help organizations.

Students will learn how to basically develop a good business strategy, how to systematically derive an innovation strategy together with many stakeholders in the organization responsible for development as well as implementation, how to create and steer innovation portfolios, how to develop uncertain and risky projects successfully from idea to market, how to become especially organizationally aware of the basic steps of project controlling, how to grow into as well as work with the strengths and weaknesses of an organizations innovation culture, and finally how to differentiate and select the right digital support tools for helping organizations develop, coordinate and steer innovation strategically inside business organizations.

Prerequisite

Fundamentals of economics

Content

- Business Strategy – laying the basis for sustainable innovation
- Innovation Strategy – designing for growth in known and new markets
- Innovation Portfolio Management – creating and steering innovation portfolios
- Innovation Project Canvas – developing uncertain and risky projects
- Innovation Process Management – ideating and controlling innovation projects
- Innovation Culture – living collaboration, celebrating fast failures and valuing focus
- Innovation Management Tools - digitalizing enterprise innovation management

Literature

- Innovation Management, K. Goffin, R. Mitchell, Palgrave 2017
- Playing to Win, A.G. Lafley, R.L. Martin, HBR Press 2013
- Discovery Driven Growth, R. G. McGrath, I. C. MacMillan, HBR Press 2009

- The Innovator's Dilemma, C. Christensen, Harper Business 2002
- Die Innovationsfähigkeit von Unternehmen, J.-U. Meyer, Business Village 2017
- Innovation Excellence, S. Ili, Symposium 2012

Assessment

The assessment is based on a presentation of a task, which is presented each semester as a deepening of the content of the lecture. The presentation is worked out by two students together. The evaluation is based on clearly assignable parts per student.

Information

Lecture (30 hours)

3 ECTS

Dates

- Fri, 24.04. and Sat, 25.04.20
- Fri, 29.05. and Sat, 30.05.20
- Fr, 10.07. and Sat, 11.07.20

Lecturer

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