Innovation Management
Prof. Dr. Alexander Fliaster
Chair of Innovation Management
Kärntenstr. 7
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Email: sekretariat.bwl-inno@uni-bamberg.de
Internet: http://www.uni-bamberg.de/bwl-inno

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

<table>
<thead>
<tr>
<th>Hours per week / Semester: 3 / winter + summer</th>
<th>Teaching Method: Lecture &amp; tutorial, multimedia-based case studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits: 6</td>
<td>Examination: Written exam</td>
</tr>
<tr>
<td>Registration Lecture: yes: no ☒</td>
<td>Registration Exam: yes: central registration no □</td>
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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)

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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)

<table>
<thead>
<tr>
<th>Hours per week / Semester: 3 / winter + summer, besides WS14/15</th>
<th>Teaching Method: Lecture, case studies, learning videos</th>
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<tbody>
<tr>
<td>Credits: 6</td>
<td>Examination: Presentation and term paper</td>
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Registrar
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

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Registration Exam: yes: WS14/15: 06.-12.10.2014 no ☐

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

<table>
<thead>
<tr>
<th>Hours per week / Semester: 2 / winter + summer</th>
<th>Teaching Method: Lecture, case study, presentation, classroom discussion</th>
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<tbody>
<tr>
<td>Credits:</td>
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</tr>
<tr>
<td>Registration Lecture: ye WS14/15: 09.-01.10.2014 no ☐</td>
<td>Examination: Presentation and contribution to the classroom discussion</td>
</tr>
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</table>

Registration Exam: yes: no ☒

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

<table>
<thead>
<tr>
<th>Hours per week / Semester: 3 / winter + summer</th>
<th>Teaching Method: Lecture, case studies, learning videos, demonstration of software application, presentation</th>
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Registration Exam: yes: to be announced no ☐
### Innovation and Collaboration

**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  

<table>
<thead>
<tr>
<th>Hours per week / Semester</th>
<th>3 / winter + summer</th>
<th>Teaching Method: Lecture, case studies, multimedia-based learning simulation, learning videos</th>
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<tr>
<td>Credits</td>
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### Organizational Crisis Management

**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  

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<td>Examination: Presentation and term paper, answering of paper- and course-related questions</td>
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### 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  

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<td>Examination: Presentation and term paper, assignments, answering of paper- and course-related questions</td>
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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

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<td>Examination: Written exam</td>
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<td>Registration Lecture: yes</td>
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<tr>
<td>WS14/15: 24.09.-01.10.2014</td>
<td>no</td>
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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

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<td>besides WS14/15</td>
<td>Examination: Presentation and term paper, assignments, answering of paper- and course-related questions</td>
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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
Drafting, revision and preparation of meta-reviews
Qualitative and quantitative research methods
Main formal requirements
Preparation for the writing process of the master thesis: Time management and process management

Language: German

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<td>Credits: 5</td>
<td>Examination: Presentation and contribution to the classroom discussion</td>
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<tr>
<td>Registration Lecture: yes</td>
<td>Registration Exam: yes</td>
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