

## Innovation Management

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### Bachelor Program

#### Introduction to Innovation Management

*Grundlagen des Innovationsmanagements*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant  
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 <input checked="" type="checkbox"/> (central registration)    no <input type="checkbox"/>

#### Organizational Knowledge Management

*Wissensmanagement*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant  
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 and videos in English)

<b>Hours per week / Semester:</b> 3 / winter + summer except WS15/16	<b>Teaching Method:</b> Lecture, multimedia-based case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Written term paper, presentation, written exam
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	<b>Registration Exam:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS)    no <input type="checkbox"/>

#### Business Model Innovations

*Innovationsorientierte Unternehmensführung*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant  
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 (case studies and videos in English)

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture, multimedia-based case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Written term paper, presentation, written exam
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	<b>Registration Exam:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS)    no <input type="checkbox"/>

## Technology and R&D Management

### *Technologie- und F&E-Management*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant

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 and videos in English)

<b>Hours per week / Semester:</b> 3 / winter + summer, except SS16	<b>Teaching Method:</b> Lecture, multimedia-based case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Written term paper, presentation, written exam
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	<b>Registration Exam:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) 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; Academic research assistant

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 (case studies and videos in English)

<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 of the Bachelor thesis and contribution to the classroom discussion
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	<b>Registration Exam:</b> yes <input type="checkbox"/> no <input checked="" type="checkbox"/>

## Master Program

### Innovation in Networks

#### *Innovation in Netzwerken*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant

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 (case studies and videos in English)

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture, multimedia-based case studies, learning videos, demonstration of software application
<b>Credits:</b> 6	<b>Examination:</b> Written exam
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	<b>Registration Exam:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>

### Innovation and Collaboration

#### *Innovation und Kollaboration*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant

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 (case studies and videos in English)

<b>Hours per week / Semester:</b> 3 / winter + summer	<b>Teaching Method:</b> Lecture, multimedia-based learning simulation, multimedia-based case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Written term paper, presentation, written exam
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) <b>no</b> <input type="checkbox"/>	<b>Registration Exam:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) <b>no</b> <input type="checkbox"/>

## Implementation and Diffusion of Innovations

*Implementation and Diffusion of Innovations*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant

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 except SS16	<b>Teaching Method:</b> Lecture, multimedia-based learning simulation, multimedia-based case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Written exam, participation in the simulation
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) <b>no</b> <input type="checkbox"/>	<b>Registration Exam:</b> yes <input checked="" type="checkbox"/> (central registration) <b>no</b> <input type="checkbox"/>

## Organizational Crisis Management

*Organisationales Krisenmanagement*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant

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: German (optional in English); case studies and videos in English

<b>Hours per week / Semester:</b> 2 / winter + summer except SS16	<b>Teaching Method:</b> Lecture, multimedia-based learning simulation, multimedia-based case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Written term paper, presentation, written exam
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) <b>no</b> <input type="checkbox"/>	<b>Registration Exam:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) <b>no</b> <input type="checkbox"/>

## International Innovation Strategies

*International Innovation Strategies*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant

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, multimedia-based learning simulation, multimedia-based case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Written term paper, presentation, written exam, participation in the simulation
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	<b>Registration Exam:</b> yes <input checked="" type="checkbox"/> no <input type="checkbox"/>

### Organizational Innovativeness and Creativity

#### *Organizational Innovativeness and Creativity*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant

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, except WS15/16	<b>Teaching Method:</b> Lecture, multimedia-based case studies, learning videos
<b>Credits:</b> 6	<b>Examination:</b> Written term paper, presentation, written exam
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	<b>Registration Exam:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>

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

#### *Masterarbeiten-Seminar*

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant

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 (case studies and videos in English)

<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 of the Master thesis and contribution to the classroom discussion
<b>Registration Lecture:</b> yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	<b>Registration Exam:</b> yes: no <input checked="" type="checkbox"/>