### Innovation Management

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Chair of Innovation Management  
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Internet: http://www.uni-bamberg.de/bwl-inno

#### 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

<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:</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; 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)

<table>
<thead>
<tr>
<th>Hours per week / Semester: 3 / winter + summer except WS15/16</th>
<th>Teaching Method: Lecture, multimedia-based case studies, learning videos</th>
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<tbody>
<tr>
<td>Credits: 6</td>
<td>Examination: Written term paper, presentation, written exam</td>
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**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)

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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)  

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**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)  

<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: 3</td>
<td>Examination: Presentation of the Bachelor thesis and contribution to the classroom discussion</td>
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<tr>
<td>Registration Lecture: yes ☒ (for details: see UnivIS)</td>
<td>Registration Exam: yes ☒ no ☐</td>
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**Master Program**  
*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)  

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<tr>
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<th>Teaching Method: Lecture, multimedia-based case studies, learning videos, demonstration of software application</th>
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**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  

**Language:** German (case studies and videos in English)  

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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)

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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

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<td>Examination: Written exam, participation in the simulation</td>
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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

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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
Organizational Innovativeness and Creativity

Organizational Innovativeness and Creativity

Main Lecturer: Prof. Dr. Alexander Flister; 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

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

Masterarbeiten-Seminar

Main Lecturer: Prof. Dr. Alexander Flister; 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)