

1.1.1 Innovation Management

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Chair of Innovation Management
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Bachelor Program

Introduction to Innovation Management

Grundlagen des Innovationsmanagements

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

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 innovations

- Language: German

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

Knowledge Management

Wissensmanagement

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

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

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

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

Strategic Business Management: The Innovation Perspective

Innovationsorientierte Unternehmensführung

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

Business model, value creation, and firm performance; Competitive forces, generic and hybrid competitive strategies, and sustainable competitive advantages; Organizational innovation cockpit; 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 German and English)

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

Hours per week / Semester: 2 / winter + summer	Teaching method: Lecture, case studies, classroom discussion
Credits: 3	Examination: Presentation of the Bachelor thesis and contribution to the classroom discussion
Registration lecture: yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	Registration Exam: 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)

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

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

Implementation and Diffusion of Innovations

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

Prerequisites: Bachelor degree

Definitions, key strategies, and process theories of organizational change; Resistance to innovations: levels, sources, manifestations, and impact; Implementation and diffusion of innovation from the stakeholder management perspective; Diffusion of innovations theory: The market perspective; 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; Three tiers of noncustomers: using value innovations to foster product diffusion

- Language: English

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

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

Research Seminar on International Innovation Strategies

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

Prerequisites: Bachelor degree

Challenges of innovation-based global competition; Innovation strategies and their building blocks; Innovation strategies, competitive strategies, and competitive advantages; Stakeholder management and innovation; The Blue Ocean strategy and value innovation; Disruptive innovations; Business models and business model innovations in global companies; Innovations at the bottom of the pyramid; Innovations in selected industry sectors (e.g. energy industry)

- Language: English

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

Organizational Innovativeness and Creativity

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

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

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

Strategic Technology Management

Strategisches Technologiemanagement

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

Prerequisites: Bachelor degree

Technology strategies in organizations; Methods of technology acquisition; Main tools of technology and R&D management: Technology lifecycle, S-curve, portfolio management; Stage-gate approach; Technology Marketing; Innovation ecosystems; Digital technologies and challenges of digital transformation

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

Hours per week / Semester: 3 / winter + summer	Teaching method: Lecture, case studies, learning videos
Credits: 6	Examination: Written term paper, presentation, Written exam
Registration lecture: yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	Registration Exam: 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)
- Semester: Winter and summer semester
- Teaching Method: Lecture, case study, presentation, classroom discussion
- ECTS: 5

Hours per week / Semester: 2 / winter + summer	Teaching method: Lecture, case studies, classroom discussion
Credits: 5	Examination: Presentation of the Master thesis and contribution to the classroom discussion
Registration lecture: yes <input checked="" type="checkbox"/> (for details: see UnivIS) no <input type="checkbox"/>	Registration Exam: yes <input type="checkbox"/> no <input checked="" type="checkbox"/>