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Innovation Management

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Innovation Management

A.) Organizational Matters:

1. Course Description and Objectives:

The idea of fostering innovation through specific managing methods is a relatively young academic focus. Scholars and managers look for concrete methods that help them foster innovation in a company. Often, they have a mechanistic concept of organizations and human beings and are consequently interested in simple parameters. However, fostering innovation is a delicate topic, where many factors play important roles in stimulating creativity and structured innovation. In this seminar, we will, in a first step, trace some important agents and processes of innovation within a company. In a second step, we will trace the pros and cons of a systemic approach to innovation, where different innovators stimulate the recombination of technology.

I invite you in this seminar to engage with a balanced perspective on innovation that enables you to foster an innovative atmosphere in you company and industry. The capacity to stimulate innovation is one of the key competencies of excellent management. I am looking forward to explore these interesting perspectives together with you in the next weeks and I am anticipating your involvement.

2. Mandatory Readings:

Fagerberg, Jan, David C. Mowery, and Richard R. Nelson. *The Oxford Handbook of Innovation*. Oxford: Oxford University Press, 2005. Print.

3. Suggested Further Readings:

Tidd, Joseph, and J R. Bessant. *Managing Innovation: Integrating Technological, Market and Organizational Change*. New York: John Wiley, 2013. Print.