



**Christoph Lanzen**

Master of Arts & Magister Artium

Konzeptentwicklung  
Dozent für Kulturwissenschaften

lanzen@kreativ-entwickeln.de  
www.kreativ-entwickeln.de

## **Innovation and Change**

Term: Summer 2015

Instructor: Christoph Lanzen

Email: [c.lanzen@ems-mz.de](mailto:c.lanzen@ems-mz.de)

Office hours: On appointment

## **Innovation and Change**

### **A.) Organizational Matters:**

#### **1. Course Description and Objectives:**

We will explore in this seminar about the *Management of Change and Innovation* the importance of interdisciplinary knowledge. In this course we combine perspectives from a variety of fields such as, e.g., HR-Management, Structural Design, Sociology, Strategic Management, Finance and Leadership. By following the lead of John Hayes and his editorial staff, we learn about a highly structured process of change management. In *The Theory and Practice of Change Management*, Hayes presents five fundamental steps that a change manager needs to consider to guide an organization effectively through the complex process of change. The book includes many important strategies to navigate the multiplicity of different desires of stakeholders and therefore extends your ability to manage change holistically. Thus, one of the main goals of this seminar is to school your capacity of critical and reflective thinking. This means that you are able to anticipate the development, as well as the advantages and disadvantages of a specific mindset in a specific situation. In this seminar, you will profoundly develop your investigative and diagnostic skills to realize and recognize the need for change in specific situations.

Your development of these fundamental abilities is very important, because it is utterly challenging to navigate an organization in such turbulent times. The patterns of consumer demands,



**Christoph Lanzen**

Master of Arts & Magister Artium

**Konzeptentwicklung  
Dozent für Kulturwissenschaften**

lanzen@kreativ-entwickeln.de  
www.kreativ-entwickeln.de

e.g., change very fast and because of the increasing globalized world, there is an increased competitive pressure that demands lean and effective structural designs and flexible and attentive employees.

I invite you in this seminar to engage with a beneficial mode of thinking that will open up the possibility to manage change effectively and increase the employee's ability of confident adaptation. I am looking forward to explore these interesting perspectives together with you in the next weeks and I anticipate your involvement.

## **2. Mandatory Readings:**

Hayes, John. *The Theory and Practice of Change Management*. Palgrave Macmillan, 2014. Print.

## **3. Suggested Further Readings**

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

Smith, Aaron C. T, and Fiona M. Graetz. *Philosophies of Organizational Change*. Cheltenham: Edward Elgar, 2011. Print.