

Vienna Innovation Program^{WU} 2022

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1 General Description

In times of fierce global competition, rapid technological progress, multiple disruptions (e.g., climate, poverty, migration, demographic developments, digitalization), exponentially growing knowledge, and increasingly demanding customers, innovation has become an imperative for most firms. Innovation addresses ill-defined problems and induces situations of high uncertainty and risks. It therefore requires fundamentally different processes and methods compared to routine tasks. How can innovation be managed and how can a firm routinize the non-routine? These are central questions that this program will tackle. Important developments in innovation management such as open and user innovation, new organizational forms for innovation, the creation of innovation through collaborations, social network interactions for innovation, management of technological ecosystems, and the role of sustainability will be discussed. At the same time, we will apply problem-based learning by engaging into a real-life innovation challenge.

Key features:

- Two weeks
- Approx. 25 students (1/3 WU students, 2/3 partner university students)
- The program will include a real-life innovation challenge
- 5 ECTS-Credits

2 Objectives

The aim of the program is to provide students with an insight of the most relevant topics when trying to manage innovation both inside the boundary of a firm as well as across firm boundaries.

Through participating in the course the students will:

- learn to understand the basic approaches in modern innovation management
- learn about important developments in the field of innovation management
- apply, validate, and enrich the knowledge gained in a real-life group project

3 Content

Sessions are taught using a combination of lecture elements, case analyses, class discussion, exercises, and group work. The readings will give an understanding of selected main issues concerning the management of innovation. The course contains one kick-off session and several workshop sessions, such as:

- From Innovation Process to Innovation System of a Firm
- From Closed to Open and Collaborative Innovation
- From Producer-Centered to User-Centered Innovation
- From Human Capital to Social Capital: How Innovations Emerge in Networks
- From Innovating Firms to Innovating Ecosystems
- Building an ambidextrous organization
- Sustainability and innovation
- Final Presentation

Please note that the Vienna Innovation Program^{WU} is an intensive academic program with input sessions and group work. On weekdays you can expect to be involved in the academic program activities throughout the whole day.

4 Method

The course integrates various teaching methods such as theory lectures, case studies, exercises, discussions, keynote talks from leading practitioners, and a real-life group project with a project partner. Substantial classroom discussion is encouraged and expected. All students are required to work on the group project during the course. In order to make most out of the time in class, the Vienna Innovation Program^{WU} also includes a pre-class reading assignment.

5 WU Academic Director and Team

- Univ.-Prof. Dr. Christopher Lettl
- Alessio Delpero, PhD
- Carola Wandres, M.Sc.

WU Department of Strategy and Innovation, Institute for Strategy, Technology and Organization (www.wu.ac.at/en/ifsto)