
Course

Project in Entrepreneurship and Innovation Management II – Idea Management

Language

Englisch

Responsible for teaching

Prof. Dr. Carolin Bock, Sabine General

2 Course content

Ideas are the key to any innovation, but ideas alone will not make an innovation successful. You also need to be able to build a systematic process for managing those ideas. In this course, we will learn about tools and techniques to use your own creative potential to generate not only ideas, but also be able to pay attention for the quality of those. Working creatively will sometimes be more effective when you have a group of people thinking and working together on a solution. As a group, we will experience different techniques along the idea management process of idea generation, evaluate and selection and implementation. We will reflect on those techniques and discuss their use in an idea management process.

We start with a digital introduction for the techniques of idea management and preparation for the block courses in January. In this block courses we will experience some techniques and reflect on their use in the idea management process as well as your own experiences and thoughts on these techniques that can be used to generate new ideas more systematically.

Facilitator: Sabine General, HIGHEST, coach for creative thinking

3 Learning objectives

After the course, students will be able to:

- Use their own personal creative potential.
- Use methods for idea generation and idea selection for their own idea management.
- Reflect on techniques and choose best for their own creative process.
- Experience creative thinking in a group and reflect on the challenges for future use of techniques and methods in the idea management process.

4 Organizational details

- **Please be aware: The course will be held personally and in presence at Technical University of Darmstadt. Students who do not want to take part in presence, cannot participate!**
- Course dates: **December 10, 2021 & January 21 and 22, 2022 & February 4, 2022**
- Digital Block Meeting December 10, 2021 9:50-13:20: Introduction to techniques of idea management
- Block Courses in presence January 21 and 22, 2022 9:50-17:00: Experiences of personal creative potential in a group with techniques of idea management und reflection on their implementation
- Digital Meeting February 4, 2022 9:50-11:30: Exam preparation (optional)

5	<p>Exam specifications</p> <ul style="list-style-type: none"> • Report on techniques and methods in the idea management process and reflection on the experiences and learning outcomes • 12 pages in standard layout
6	<p>Grading</p> <ul style="list-style-type: none"> • Final report (100%), Grading: Standard
7	<p>Application procedure</p> <ul style="list-style-type: none"> • The course is open for master students of “Master of Entrepreneurship & Innovation Management”, “Wirtschaftsingenieurwesen” and “Wirtschaftsinformatik” • 15 participants can take part on a first come first served basis via registration in TUCan • 10 further participants will be selected via an application procedure. • For the application please hand in the following documents: motivation letter (1/2 DIN A4) • Please apply until latest October 17, 2021 to the following e-mail address sabine.general@tu-darmstadt.de
8	<p>Literature Will be announced in the course.</p>