
Course

Project in Entrepreneurship and Innovation Management – 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 an 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

Course dates:

- Block Meeting December 2, 2022 9:50-13:20: Introduction to techniques of idea management
- Block Courses January 27 and 28, 2023 9:50-15:00: Experiences of personal creative potential in a group with techniques of idea management und reflection on their implementation
- Block Meeting February 3, 2023 9:50-13:20: Developing your own technique, exam preparation

5	Exam specifications <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	Grading <ul style="list-style-type: none">• Final report (100%), Grading: Standard
7	Application procedure <ul style="list-style-type: none">• The course is open for master students of “Master of Entrepreneurship & Innovation Management”, “Wirtschaftsingenieurwesen” and “Wirtschaftsinformatik”
8	Literature <p>Will be announced in the course (Moodle).</p>