

Module 7: Innovation through Collaboration

Hochschule Bremerhaven, Bremerhaven, Germany
& Business Academy Southwest, Esbjerg, Denmark



Module Type: Core Module	ECTS/weighting: 5 ECTS / 0.083 Full-time equivalent
Contact time: 30 hours	Self-Study: 120 hours
Frequency offered: Every 18 months	Offered in: Esbjerg, Denmark
Group size: max. 15 participants	

Course theme

The competitiveness of companies depends highly on the ability to introduce new innovative products, processes and services. Management of Innovation has traditionally been focused on the company-internal aspects of innovation processes, for instance, how interaction between internal specialized professionals take place in the creation of innovation. In the recent years the focus has shift towards how companies source their inputs for innovation external through interorganizational collaboration. One of the recent developments in the field of innovation management is the rise of a design-driven approach to innovation.

Aim & module specific learning outcomes

The course aims at providing a set of advanced insights into the field of management of innovation spanning from foundational themes to the most recent developments of the field: design-driven innovation and collaboration innovation such as co-creation.

The students will be able to...

- apply design thinking approaches and methods for idea generation, product and service development
- overcome barriers to creativity
- manage innovation within the firm and through partnerships, networks and alliances
- take care of the challenges and opportunities that small and large firms face in relation to innovative collaboration
- apply new knowledge collaboratively with other professionals

Content

Delivering new ideas and technologies as successful products to market is at utmost importance for firms in the offshore wind industry. This requires not only creative idea generation, but also management of these creative ideas towards successful innovation and market implementation. Different tools for managing this process, such as stage-gate model. Focus will be given to internal managerial processes and practices. As companies increasingly collaborate with external partners such as users, customers, universities and competitors throughout their innovation processes, the course also addresses the opportunities, challenges and implications for successful collaboration innovation.

Teaching methods

- Innovative teaching methods: We strive for actual competencies needed in the industry. During class, actual consultancy tasks and problems will be presented and the MBA students will then apply theory in a real-time scenario and solve actual problems for the partner firms.
- Self-study: We expect the participants to hold a high degree of self-discipline and show up well prepared to class, being motivated to share their knowledge.
- Live cases: will be analyzed in order to tailor future project management models for decommissioning tasks.
- Workshops: Students will meet up physically two times during the module, to solve actual problems raised by partner firms.
- Forum, chat and messaging: All students can get in contact with their lecturer and fellow students to discuss, elaborate and clarify issues, ask questions and exchange views.

Examination

To be able to pass the course, the participants must show understanding of the theory, be able to put the theory into a practical context and create good solutions for the study cases. The form of evaluation is a portfolio, which will consist of:

- Active involvement during physical workshops
- Oral and written presentation of assignments (including eventual updates)
- Reflection over the course and feedback

General learning outcomes

Students will be able to...

- Autonomously read on new theories and methods (LO1)
- Apply new theories and methods to practical challenges (LO2)
- Evaluate upon application of theory and methods (LO3)
- Evaluate consequences of solutions (LO7)
- Show leadership capacity and teamwork skills (LO8)
- Communicate challenges and solutions to relevant stakeholders (LO9)

Academical subject director:

Flemming Østergaard, Business Academy Southwest.

Lecturers:

Lisbeth Brøde Jepsen, PhD

Prof. Dr. René Goduscheit

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Literature:

- Verganti, R. (2016). Overcrowded. MIT Press.
- Norman, D. A., & Verganti, R. (2014). Incremental and radical innovation: Design research vs. technology and meaning change. *Design issues*, 30(1), 78-96.
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