

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 emphasis of open innovation and the ability to provide a cohesive offering for the (end-)customer.

Aim & Learning Outcome

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: open innovation and collaborative innovation such as co-creation.

The students will be able to...

- apply innovation management 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
- address challenges and opportunities that small and large firms face within 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. 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, real-life consultancy tasks and problems will be presented and the MBA students will then apply theory in a real-life 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.
- Real-life cases: will be analyzed in order to tailor future approaches to innovation management within the participant's own organisation.
- 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, Aarhus University

Per Hesselund Lauritsen, Siemens Gamesa Renewable Energy

Literature:

Garcia, R., Calantone, R., 2002. A critical look at technological innovation typology and innovativeness terminology: a literature review. *Journal of Product Innovation Management* 19, 110-132.

Goduscheit, R.C., 2014. Innovation promoters - A multiple case study. *Industrial Marketing Management* 43, 525-534.

Gulati, R., Kletter, D., 2005. Shrinking Core, Expanding Periphery: The Relational Architecture of High-Performing Organizations. *California Management Review* 47, 77-104.

Holm, K., Goduscheit, R.C., 2022. EXPLORING THE OPPORTUNITIES OF BLOCKCHAIN-ENABLED COOPETITION: LEARNINGS FOR THE WIND TURBINE INDUSTRY. *International Journal of Technology Management* (In review).

Holm, K., Mathiassen, J.B., Goduscheit, R.C., de Haas, H., 2022. Dissolving Organizational Bounds - Does Blockchain Digitalize Trust?, *Academy of Management Conference*, Seattle.

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Jørgensen, J.H., Mejlgaard, L., Ionita, A., Prinz, W., Goduscheit, R.C., Holm, K., Jacobsen, K.N., 2022. UnWind Whitepaper - Blockchain in the wind turbine industry. Aarhus University, Herning, Denmark.

Laursen, K., Salter, A., 2004. Searching high and low: what types of firms use universities as a source of innovation. *Research Policy* 33, 1201-1215.

Subtil Lacerda, J., van den Bergh, J.C.J.M., 2020. Effectiveness of an 'open innovation' approach in renewable energy: Empirical evidence from a survey on solar and wind power. *Renewable and Sustainable Energy Reviews* 118, 109505.

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