

Module Description

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 has always depended on their ability to introduce new innovative products, processes and services. In addition, all businesses face growing pressure to address environmental and social challenges and must develop ways of operating within the planetary boundaries.

Management of Innovation has traditionally been focused on the company-internal aspects of innovation processes. In a situation where a company's innovation capacity is needed to address increasingly complex problems, collaboration with external partners becomes still more necessary.

By fostering a culture of collaboration and innovation, businesses can minimize their environmental impact and also tap into new opportunities for growth and long-term success in a sustainability-driven economy.

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.

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 of 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.

As companies increasingly collaborate with external partners such as users, customers, universities and competitors throughout their innovation processes, the course addresses the opportunities, challenges and implications for successful collaborative innovation, as well as internal managerial processes and practices.

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:

Dr. Lisbeth Brøde Jepsen, Business Development Manager at FORCE Technology

Ny W. Øhlenschläger, Project Manager in the Department of Business of Applied Sciences, Business Academy Southwest

Literature:

- Darsø, L., (2003). Is there a formula for innovation? (Article translated from Danish: "En formel for innovation, Børsen ledelseshåndbøger) (13 pages)
- Dyer, Jeffrey H., Gregersen, Hal B. and Christensen, Clayton M. (2009). The Innovator's DNA, HBR
- 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.
- Kennedy, S., Whiteman, G., & van den Ende, J. (2017). Radical innovation for sustainability: The power of strategy and open innovation. *Long range planning*, 50(6), 712-725.



- Köhler, J., Sönnichsen, S. D., & Beske-Jansen, P. (2022). Towards a collaboration framework for circular economy: The role of dynamic capabilities and open innovation. *Business Strategy and the Environment*, 31(6), 2700–2713.
- 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.
- Pisano, G. P. and Verganti, R. (2009). Which Kind of Collaboration Is Right for You? HBR
- 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.
- Tschimmel, K. (2012). Design Thinking as an effective Toolkit for Innovation. Conference paper. (19 pages).
- Verganti, R., (2016). *Overcrowded - Designing Meaningful Products in a World Awash with Ideas*. MIT Press.