

Steinbeis  
Global  
Institute  
Tübingen



Steinbeis-  
University  
Berlin  
SHB



Certified Course of Advanced Studies (CAS)

## Idea & Innovation Management

4 Modules | 20 Webinars and 6 interactive Web-Based trainings with self-studies

**Programme co-ordinator**

Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin



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# Certified Course “Idea- & Innovation Management“

## Certified Course „Idea & Innovation Management“

How ideas can be developed and what are the main steps to generate disruptive innovations? How collaboration with customers and employees can support the creation of disruptive ideas? How an organisation can evaluate ideas and how the process from idea to market can be managed?

These and other questions for successful innovation management are discussed in this course. Based on practical examples detailed insights into these topics are given. Further checklists and detailed guidelines for managing innovation are provided. Based on transfer paper a detailed case from the own company will be worked out.

*Disruption: Relating to or noting a new product, service, or business model that radically changes an industry or business strategy, especially by creating a new market and disrupting an existing one.*

### Module 1: Innovation-, Change- and Mis-Management: difference in approaches

Key aspects of innovations # Innovation and Technology Management # Change Management (processes and procedures) # Mismanagement # Open innovation and innovations promoters # ‘Presencing’ as a method for the development of new products and services # Design thinking #Five-field innovation model

- Seminar/Webinars/WBTs: 18 hours

### Sub-Module 1-1: Scientific work

The Sub-module “Scientific work” is a basic element of each SGIT course. It provides the basic principles and instructions for transfer and project papers (TA and PSA) writing, as well as for an efficient preparing for the interactive tests and exams. **Core topics:** Scientific work process (its main steps, core principles, and standards) # The core requirements for the educational tasks of the course sufficient realization # Examples and templates for the TA/PSA efficient writing and successful passing the oral examination.

- Webinars/WBTs: 5 hours
- Interactive test (integrated into WBT)

### Module 2: Ideas & technologies evaluation (core topics)

Methods for ideas evaluating # The Pentathlon Model (an integrated approach for idea evaluation and innovations generating) # Ideas assessment according to the IQHelix concept #Technology evaluation and their market perspectives # R&D projects/Ideas criteria for funding obtaining (Horizon 2020, BMBF, etc. requirements)# Megatrends as a basis for ideas and technologies evaluating

- Seminar/Webinars/WBTs: 18 hours

### Module 3: Process steps from Idea to Innovations

Process steps for ideas selecting # The mechanism of ‘Idea-Product’ process functioning # Tools and principles for idea management efficiency # Ideas nucleus # Business process modelling for Idea & Innovation Management

- Seminar/Webinars/WBTs: 18 hours

### Module 4: Idea embedding via Innovation Management & Leadership integration (core topics)

Leadership and integrated management as a basis for ideas and innovations # Factors for an innovation-friendly corporate culture according to the IMLead® (Integrated Management & Leadership) concept # The Corporate Strategy development via IMLead® concept principles

- Seminar/Webinars/WBTs: 18 hours

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## Target Group

The certificate course is aimed at persons who are responsible for idea and innovation management in companies and organizations, as well as persons who initiate and lead innovation and/or change management projects as group or Project managers and/or process managers.

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## Qualification aim

The participants get to know different types of innovations and their classification, get an overview of tools for the evaluation of ideas and technologies and process steps from their idea to the finished development result. They learn methods for involving employees in innovation processes by creating a culture of innovation, overcoming resistance and are able to define the

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forces that promote or hinder change. They know the most important promoters of innovations and are able to assess their integrated interaction for successful business development. The participants acquire methodological competence for successful idea and innovation management, recognize the interaction of all elements treated and can directly apply the methods learned in practice.

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## Management

Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin SHB | SGIT Steinbeis Global Institute Tübingen

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## Experts, Professors and practical experts with experience in teaching

- Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin | Steinbeis Global Institute Tübingen
- Dr. Andreas Frost, Lawyer and Mediator, Specialisation in International Business Relations, Reutlingen
- Dr. Alexander Petrikhin, Steinbeis University Berlin | Steinbeis Global Institute Tübingen (Web-Based Trainings tools development)
- Alexander Karapidis, Fraunhofer IAO Stuttgart
- Dr. Roman Povalej, JPS Software GmbH

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## Coaching

Personal coaching and individual support are very important to us. During the whole course your personal distance learning coach can be contacted.

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## Workload

The training course „Idea- & Innovation Management“ is certified by Steinbeis Akademie of Steinbeis University Berlin with a total workload of 221 hours

The workload is as follows:

- 77 hours seminar time
- 108 hours self-study time based on the provided by SGIT study materials

- 36 hours transfer time for writing a transfer paper. The volume of the transfer paper (TA) is about 6 pages plus appendices.

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## Course structure

Webinars and interactive web-based trainings have a duration of about 3 hours. Webinars have fixed dates: Access to interactive WBTs is open during the whole course and working time is flexible.

### Module 1

- *Webinar 1*: "Technology transfer - Course introduction"
- *WBT-Session*: "Technology Transfer - Basics"
- *Webinar 2*: "Technology transfer process and practical models of implementation"
- *Webinar 3*: "Technology transfer as interconnection between academic and industrial perspectives"
- *Webinar 4*: "Technology transfer vs espionage"
- *Webinar 5*: "Defence against industrial/organizational espionage"

### Sub-Module 1-1

- *Webinar*: "*The scientific work Fundamentals*"
- *WBT-Session*: "*Scientific Work-Basics*"

### Module 2

- *Webinar 1*: "Patent Law"
- *Webinar 2*: "International contract and licensing law"
- *Webinar 3*: "Environmental and product liability Law "
- *Webinar 4*: "Intellectual property (national/international)"
- *Webinar 5*: "Mediation process"
- *Webinar 6*: "Mediation process - practical perspective"

### Module 3

- *Webinar 1*: "Properties of frugal innovations"
- *WBT-Session*: "Reverse innovations -Basics"
- *Webinar 2*: "Building international research cooperation"
- *Webinar 3*: "The role of (Hidden) Chief Technology Officers in the technology transfer process" - Introduction into the WBT course
- *WBT-Session*: "Functions of the CTO position"
- *WBT-Session*: "(Hidden) CTOs and core stakeholders"



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## Module 4

- *Webinar 1:* "Technology strategy in the international environment"
- *Webinar 2:* "Technology strategy as an integrative element of the general organizational strategy"
- *Webinar 3:* "Technology Firms and their organizational strategy"
- *Webinar 4:* "Technology Plan & Roadmapping"
- *Webinar 5:* "Technology management and strategic business development in the digital age (based on IMLead® Part 1)"
- *Webinar 6:* "Technology management and strategic business development in the digital age (based on IMLead® Part 2)"

## Transfer Paper

Latest submission deadline of transfer paper is 2 weeks after the last module

## Registration & Information:

The course registration can be done online. The registration form can be downloaded from [www.steinbeis.education](http://www.steinbeis.education)

## Course Fee

Course fee for all 4 modules is € 2100.-

As the course is an academic course, the course is tax free.

## Certificate of Advanced Studies (CAS)

Basis for the CAS is the creation of a transfer paper (TA) according to the specifications of the Steinbeis University Berlin with approx. 6 pages and evaluation of the work.

## Organization

The course is conducted in distance learning and self-study phases with optional residential seminars.

The attendance/webinar phases are carried out by experts from companies and universities and practical relevance is ensured. The ability to

cooperate, interact and work in teams is trained in group work, case studies, role-plays, etc. Through this action-oriented form of learning and the shared experience of learning progress, a consistently high level of motivation is achieved.

## Starting Times

The course is a circular course and application is possible during the year. It is offered as a distance learning course.

Recommended duration of the course is 4 months.

Flexible Start Date

More information at [steinbeis.education](http://steinbeis.education)

Internationally also customized courses are conducted with other starting dates.

For detailed timetable please contact [cornelia.roehm@steinbeis.education](mailto:cornelia.roehm@steinbeis.education)

## Application procedure

The General Terms and Conditions of Steinbeis Global Institute Tübingen are applied and can be downloaded from [www.steinbeis.education](http://www.steinbeis.education)

## Contact

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