

Module M A E 01 Advanced Innovation and Leadership Studies
Overview

Nr.	Workload	Credits	Semester of study	Frequency of offer	Duration
M A E 01	240 h	8 CP	1st Semester	Each winter term	1 Semester

Module supervisor	Lecturer
Prof. Dr. Fee Steinhoff	Prof. Dr. Fee Steinhoff

Type of module	Event type	Contact hours	Self study	Planned group size	Language
Mandatory	seminar-based teaching with integrated exercise	96h	144h	ca. 20 students	English

Module use

Master-Program Management, Leadership, Innovation

Learning outcomes and competencies

In this module, MLI students focus on achieving specific learning outcomes and developing key competencies in the context of advanced innovation and leadership studies. Participants will acquire skills needed to proficiently plan and implement innovation experience management projects and to practice innovation leadership & coaching.

Specific practical experience is provided by a self-chosen user research project, self-reflecting leadership practices and the execution and reflection on an own coaching session.

The group-based learning approach in the module fosters the development of competencies in knowledge acquisition, exchange and collaboration within diverse groups. Throughout the course, the teams receive individual coaching reflecting their project management skills, communication & presentation styles and project outcomes.

Acquisition of competencies

Learning Target Level	Course contribution
Social and Communication competence	Students are able to <ul style="list-style-type: none"> contribute to group discussions and general debates, individual or group presentations and pitches communicate and exchange knowledge interdisciplinary
Knowledge acquisition	Students are aware of <ul style="list-style-type: none"> main concepts within innovation and leadership research methods and case studies focusing on innovation related management, processes and cultures recent topics within innovation and leadership practice
Knowledge enhancement	Students enhance their knowledge by <ul style="list-style-type: none"> reading and reflecting contemporary studies of selected journals and literature interdisciplinary discussions
Instrumental competence	Students are able to <ul style="list-style-type: none"> transfer innovation, leadership and entrepreneurship concepts on practical settings apply problem solving management techniques implement innovation
Systemic competence	Students recognize and evaluate <ul style="list-style-type: none"> innovation processes from an individual, organizational and network perspective

	<ul style="list-style-type: none"> • interdependence of innovation management and leadership
Key skills taught	
Professional, methodical and social competences, international language and communication skills, analytic skills: problem structuring/ problem solving advanced comprehension of scientific and subject-specific literature (concepts, methods and case studies), theory-practice transfer.	
Contents	
<p>In this module, MLI students are introduced to the most established schools of thought within innovation leadership and innovation management. It responds to the growing importance of issues and phenomena that relate to innovation, which have arisen under the conditions of increasing market dynamics due to globalization and digital transformation. On the basis of current research papers, academic discourse and case studies, students will gain insights in the challenges faced by multinational as well as small and medium-sized businesses (theory-practice transfer). By providing reality based contexts, this module aims at providing students with the basic equipment of concepts within innovation focused theory and practice.</p>	
The course consists of 2 parts:	
1. Innovation Experience Management and 2. Innovation Leadership & Coaching	
1. <u>Course overview “Innovation Experience Management”</u>	
<p>Innovation development is probably the most important but also most risky activity within a firm. Across companies many years and millions of dollars are spent developing products or services that on average fail far more often than they succeed. On the other hand, leading companies manage to bring out successful new products with a great innovation experience. The primary purpose of this course is to provide students with an in-depth understanding of current best practices in innovation experience management.</p>	
<p>This course examines the strategies, processes, tools and techniques used by leading-edge companies for innovation experience management. Participants will learn about and apply innovative tools including discovery research, value proposition creation, user experience testing and customer experience design. The course reflects the following topics:</p>	
<ul style="list-style-type: none"> • Basics of Innovation Experience Management • Introduction to the Customers’ World • Discovery Research & Value Proposition Development • Basics of User Experience Design • User Experience Prototyping & Testing • Customer Experience Management 	
2. <u>Course overview “Innovation Leadership & Coaching”</u>	
<p>Innovation Leadership & Coaching is crucial for future-oriented companies and employees. Companies have to continuously improve and even reinvent their products and services to be successful innovators in the market. But what does that mean for leaders, employees and teams in an organization? Which competencies and mind sets are needed to contribute successfully to innovation projects? And how can teams be best supported so that their innovation goals can be achieved?</p>	
<p>The “Innovation Leadership & Coaching” course examines strategies, processes and tools used by leading-edge leaders to drive creativity and innovation. The course reflects the following topics:</p>	
<ul style="list-style-type: none"> • Basics of Innovation Leadership & Coaching • Self-Reflection “Leadership” • Coaching: Innovation leaders’ basic competence • Team coaching: Enabling team work 	

- Innovation Leadership: Creative Abrasion, Agility & Resolution

Teaching forms

- Lectures, group work, presentations, case studies

The instruction language is English. Learning is achieved through natural communication, interactive lecturing, independent work on projects as well as group work and presentations. Working with case studies students will actively put their knowledge about Innovation Experience and Leadership into practice.

Participation requirements

Formal: Registered student at the the Faculty of Business and Social Sciences of Hochschule Koblenz in Remagen for the master's program "Management, Leadership, Innovation"

Content-based: None

Type of examination

Portfolio audit.

Assessment

Prerequisite for the awarding of ECTS credits is the passing of the examination performance for the module.

This is generated from the individual elements of the portfolio examination, which are equally weighted in the module evaluation. There are no pass limits based on the individual elements of the portfolio exam.

The module is included with 8 ECTS in the total of 120 ECTS credits.

Literature references

Slide scripts, journal articles and case materials will be provided.

Exemplary recommendations for further reading Innovation Experience Management:

Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A. (2014) Value Proposition Design.

Kalbach, J., Schrage, M. (2020) The jobs to be done playbook: Align your markets, organization, and Strategy around.

Levy, J. (2015) UX Strategy: How to devise innovative digital products that people want.

Krug, S. (2009) Rocket Surgery made easy: The do-it-yourself guide to finding and fixing usability problems.

Yablonski, J. (2020) Laws of UX: Using psychology to design better products & services.

Exemplary recommendations for further reading Innovation Leadership & Coaching:

Edmondson, A. (2013), Teaming to innovate.

Bianci, C. (2014) Coaching for Innovation: Tools and Techniques for Encouraging New Ideas in the Workplace.

Hill, L., Brandeau, G., Truelove, E., Lineback, K. (2014) Collective Genius: The Art and Practice of Leading Innovation.

Kelley, T., Kelley, D. (2015) Creative Confidence: Unleashing the creative potential within us all.