**KURSBESCHREIBUNG/ COURSE DESCRIPTION**

<table>
<thead>
<tr>
<th><strong>KURSTITEL</strong></th>
<th><strong>Course title</strong></th>
<th><strong>Fostering Innovation from the Market Side: From Design Thinking to Successful Diffusion</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>KURS-ID</strong></td>
<td><strong>Course number</strong></td>
<td>302</td>
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<tr>
<td><strong>Kursverantwortlicher</strong></td>
<td><strong>Person in charge</strong></td>
<td>Language and Electives Centre</td>
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<tr>
<td><strong>Art der Lehrveranstaltung</strong></td>
<td><strong>Type of course</strong></td>
<td>Elective</td>
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<tr>
<td><strong>Studiengang</strong></td>
<td><strong>Course of studies</strong></td>
<td>all</td>
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<tr>
<td><strong>Niveau</strong></td>
<td><strong>Course Level</strong></td>
<td>Undergraduate and Postgraduate</td>
</tr>
<tr>
<td><strong>Voraussetzungen</strong></td>
<td><strong>Prerequisites</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>SWS</strong></td>
<td><strong>Lessons per week</strong></td>
<td>2</td>
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<tr>
<td><strong>ECTS</strong></td>
<td><strong>ECTS (Credits)</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Art der Prüfung</strong></td>
<td><strong>Course assessment</strong></td>
<td>Presentation and Seminar Paper</td>
</tr>
<tr>
<td><strong>Unterrichtssprache</strong></td>
<td><strong>Course language</strong></td>
<td>English</td>
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<tr>
<td><strong>Dozent</strong></td>
<td><strong>Lecturer</strong></td>
<td>Dr. Sarah Schöllhammer</td>
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**Kursziele**

Course objectives

New products and services mainly fail in the market because they do not sufficiently address real user needs. Integrating the voice of the customer along the innovation process is a proven success factor for innovation. Still, innovation (management) often tends to be the primary domain of technically oriented research and development departments (R&D).

This course aims to provide students with the knowledge and methods skills to complement technical innovation practices with market-side know-how.

It is particularly interesting for those aiming to support innovations in a business context, from the marketing or R&D department, cross-functional innovation management, consultancies or in their own start-ups.

**Kursinhalte**

Course contents

The importance of 'the market side' for successful innovation
Where to bring in market-centric knowledge and skills:
Typical organizational setups

Opportunities to apply market-centric approaches along the innovation process:
- **Strategy:** How to deduct innovation search fields from trends
- **Idea and concept development:** User-centric ideation...
methods (Design Thinking, Lego Serious Play)
- Business Models: Using Canvases to sketch business opportunities
- Launch and Diffusion: Specifics of innovation marketing

*Lehrmethoden*
*Teaching methods*
The emphasis lies on practical application. Using one case example, student teams move along all typical phases of the innovation process.

For each of the above topics students will
- first understand the challenge in companies (lecture),
- then get to know suitable market-side methods (lecture),
- followed by practical application (team exercise),
- and presentation of results (presentation).

*Lehrbuch*
*Textbook*

*Empfohlene Literatur*
*Recommended reading*


*Besonderes*
*Specific requests*

Block courses

*Kurs gehört zum Zusatzzertifikat ...*
*Course is part of the additional certificate*

Not relevant