

Business C: Digitalization & Entrepreneurship					
Module: Technologiemanagement I (Technology Management)					
M.Sc. Program: „Wirtschaftswissenschaften“					
Frequency	Duration	When taught	Credit points	Time	
summer term	1 Semester	1./2. semester	7,5	225 h	
1	Structure of the module				
	No.	Courses	Type	Credit Points	Credit hours
	1	New Product Management	L+E	7,5	4
2	Language of instruction				
	English				
3	Content of the module				
	<p>This course deals with the management of the development and introduction of new technology-driven products in both well-established companies as well as start-ups. Therefore, it builds on the new products process consisting of the following five phases: (1) opportunity identification and selection, (2) concept generation, (3) concept evaluation, (4) product development and (5) product launch. For each phase the course derives theoretically the key success factors of a state-of-the-art new product management and elaborates on up-to-date practical examples of mature companies and new ventures.</p>				
4	Competences				
	<p>Students are enabled to understand the complex tasks that emerge during the entire development process of technology-driven products. Based on that they are capable of solving problems connected to these challenges in successfully and purposeful applying the particular methods. Additionally, the course fosters an outcome-oriented problem solving approach with guidelines regarding results and time.</p>				
5	Examinations				
	<p>Module examination, consisting of an oral exam (counts for 60 % of the grading) in combination with the preparation and presentation of a case (counts for 40 % of the grading).</p>				
6	Type of Examination				
	<input checked="" type="checkbox"/> Covering the entire module <input type="checkbox"/> Relating to individual courses				
7	Requirements				
	<p>-none - There is a limited number of slots (max. 30 students), dependent on the availability of case studies and application is mandatory.</p>				
8	Status of the Module				
	<p>Elective Module in the M.Sc. programmes Wirtschaftswissenschaften, WiWi für ein Lehramt am Berufskolleg (Modellversuch), Wirtschaftsmathematik, Wirtschaftsingenieurwesen, Logistik, Mathematik and Statistik.</p>				
9	Module Coordinator		Responsible department		
	Prof. Dr. Tessa Flatten		Wirtschaftswissenschaften		