

subject knowledge and expertise without prior degree

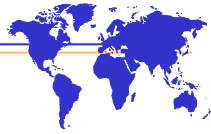
Master of Arts (M.A.)

Innovation Management

With Industry-Related Specialty Tracks

- Pharmaceuticals / Medical Devices / Biotechnology
- Chemical Industry
- Discrete Industries

Michael Schländer (Coordinator);
Heinrich Hanika, Rolf Jakobi, Martin Selchert,
Andreas Seufert, Rainer Voelker



THE MODULES

M.A. INNOVATION MANAGEMENT

Core Modules (Common to All)

1. Organizational Behavior & "Soft Skills"
2. Project & Process Management
3. Managerial Decision-Making
4. New Product Marketing
5. Advanced Project Valuation & R&D Performance Measurement
6. Business Information & Knowledge Management
7. IT Strategy Strategy & Processes
8. Value Management & Corporate Finance

Responsible for Contents

1. Rainer Voelker
2. Rolf Jakobi
3. Michael Schländer
4. R. Jakobi & M. Schländer
5. Martin Selchert
6. Andreas Seufert
7. Martin Selchert
8. Rainer Voelker



M.A. INNOVATION MANAGEMENT

Specialty Modules (Electives: 2 out of 3)	Responsible for Contents
<p>9. Health Care-Related Industries (Pharmaceuticals, Medical Devices, Biotechnology)</p> <p style="text-align: center;">or</p> <p>10. Chemical Industry (including Bio Sciences)</p> <p style="text-align: center;">or</p> <p>11. Discrete Industries</p>	<p>9. Michael Schlander</p> <p style="text-align: center;">/</p> <p>10. Rolf Jakobi</p> <p style="text-align: center;">/</p> <p>11. Rainer Voelker</p>

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Master of Arts (M.A.) - Fachbereich 1 Hochschule für Wirtschaft Innovation Management (with industry-related specialty tracks)

M.A. INNOVATION MANAGEMENT

Core Modules

(1) Organizational Behavior & Soft Skills¹

ORGANIZATIONAL BEHAVIOR	SOFT SKILLS
<ol style="list-style-type: none"> 1. Behavior of individuals 2. Behavior of groups 3. Basics of organizational design 4. Managing change and innovation 5. Leadership and Trust 6. Principal agent problems 7. Market versus hierarchies 8. Internal and external networks 9. Corporate culture and shared values 10. Ethics of the firm 11. Managing MNEs 12. Managing SMEs 	<ol style="list-style-type: none"> 1. Communication Processes 2. Cultural and gender differences 3. Motivation of individuals and teams 4. Interpersonal Skills 5. Negotiations 6. Management of conflicts 7. Networking 8. Managing turnarounds 9. Managing cultural change 10. Presentations techniques 11. Rhetoric skills 12. Time Management

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Module description by Rainer Voelker et al. Hochschule für Wirtschaft Innovation Management (with industry-related specialty tracks)

M.A. INNOVATION MANAGEMENT

Core Modules

(2) Project and Process Management¹

PROJECT MANAGEMENT	PROCESS AND QUALITY MANAGEMENT
<ol style="list-style-type: none"> 1. Projects and Production 2. Initiation of Projects 3. Organization and Planning 4. Communication and Information 5. R&D Projects 6. Multi-Project Management 7. Long-term Projects 8. Planning Quality and Safety 9. Controlling Budget and Time 10. Multinational Projects 11. Documentation 12. Post-Project Evaluation 	<ol style="list-style-type: none"> 1. The KGV[®] - Concept 2. Processes in Global Networks 3. Logistic Processes in Chemistry, Pharmaceuticals and Biotech: <ol style="list-style-type: none"> a. Part I: Supply b. Part II: Production c. Part II: Distribution 4. From Lab to Pilot to Production 5. Quality Concepts (GMP, GLP) 6. Regulations and Standards 7. Quality Audits 8. Safety Concepts 9. Liability 10. Risk Management

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Module description by Rolf Jakobi et al. Hochschule für Wirtschaft Innovation Management (with industry-related specialty tracks)

M.A. INNOVATION MANAGEMENT

Specialty Modules (Electives)

(9) Pharmaceutical and Related Industries¹

HEALTH CARE MARKETS

- 1. International health care systems
- 2. Players and flow of funds
- 3. Reimbursement systems
- 4. International health care reform
- 5. Pharmaceutical industry structure
- 6. Markets for pharmaceuticals
- 7. Markets for devices & equipment
- 8. Pharmaceutical R&D
- 9. Regulatory requirements
- 10. Fundamentals of epidemiology
- 11. Evidence-based medicine
- 12. Health technology assessments

HEALTH ECONOMICS (H.E.)

- 1. Market failures in health care
- 2. Theoretical foundations of H.E.
- 3. Basic types of H.E. analyses
- 4. Cost analysis
- 5. Cost-effectiveness analysis
- 6. Modeling approaches
- 7. Cost-utility analysis
- 8. Health-related quality of life
- 9. Cost-benefit analysis
- 10. International guidelines
- 11. Real-world application of H.E.
- 12. H.E. and product development

LEGAL ENVIRONMENT

- 1. Internationales Wirtschaftsrecht
- 2. Gesellschaftsrecht
- 3. Privatrecht
- 4. Europarecht
- 5. Arzneimittelrecht (EU, D)
- 6. Zulassungsrecht
- 7. Patentrecht
- 8. Urheberrecht
- 9. Medizinprodukterecht
- 10. Heilmittelwerberecht
- 11. Datenschutz
- 12. Patientenrechte

¹Module description by Michael Schlander and Heinrich Hanke

M.A. INNOVATION MANAGEMENT

Specialty Modules (Electives)

(10) Business Policy in Chemical and Related Industries¹

CHEMICAL INDUSTRIES

- 1. Historical development
- 2. Oil and Energy Policies
- 3. Macroeconomic interdependence
- 4. Industry Structure...
- 5. EU Chemical Policy
- 6. Environmental Issues
- 7. Waste Management
- 8. Risk Management
- 9. Supply Networks
- 10. Diversification-Concentration
- 11. Joint Ventures and M&A's
- 12. Globalization Effects

BIOTECH & RELATED INDUSTRIES

- 1. Historical Development
- 2. Industry Clusters
- 3. Supply Industries
- 4. Finance of IPO's and MBO's
- 5. Cooperation Policies
- 6. Offshore Businesses
- 7. EU and US Food&Drug Policies
- 8. UN Food and Health Program
- 9. Patent and License Policies
- 10. Risk and Liability
- 11. Public Opinion and Media
- 12. Branch Image and Marketing

¹Module description by Rolf Jakobi et al.

M.A. INNOVATION MANAGEMENT

Specialty Modules (Electives)

(11) Discrete Industries¹

Technology and R&D Management

- 1. R&D and Technology Strategy
- 2. Forecasting of Technology Trends
- 3. The Role of Dominant Design
- 4. Program Management
- 5. Managing Innovation Process
- 6. Managing R&D on a global scale
- 7. Managing Innovation Platforms
- 8. Organization in R&D
- 9. Leadership in R&D
- 10. Performance Measurement
- 11. Developing new business on the basis of new technologies
- 12. Innovation Culture

Supply Chain Management

- 1. Basic Concepts and Definitions
- 2. Collaborative SCM (CPFR a.o.)
- 3. SCM Networks
- 4. Process Description with Work Flow Tools
- 5. Process Redesign with Work Flow Tools
- 6. ERP-Systems (Overview)
- 7. I. SAP R/3 Modules concerning SCM (Introduction and Overview)
- 8. II. SAP R/3 Modules concerning SCM (Introduction and Overview)
- 9. I. Defining SCM Processes with SAP R/3
- 10. II. Defining SCM Processes with SAP R/3
- 11. SCM Projects
- 12. Performance Measurement of SCM

¹Module description by Rainer Voelker et al.