

Research seminar Bachelor's degree in Business Administration – 3 hours per week

Module: Research Seminar Management:

“New Challenges in Innovation Management” (winter term 2015/2016, test number: 101098c/101099c (Bachelor), Professor: Univ.-Prof. Dr. Carsten Dreher)

Subject

Innovations have always been crucial for growth and entrepreneurial success. The timely adoption of new or continuous existing products and services became a part of the decisive comparative advantage for enterprises in times of increased technological turnover and global competition. Consequently, academics and players in practice progressively focus on the effective and efficient management of innovation. A closer examination of this topic seems to be indispensable.

During the winter term 2015/2016 the Professorship of Innovation Management offers a research seminar on the topic “New Challenges in Innovation Management”. As part of the research seminar several issues will be discussed in detail. The students will work on their chosen topics independently. At the end of the course, all research projects will be presented by the students and discussed in class.

Grading

The graded performance consists of a written essay according to valid academic guidelines (about 15 pages), the oral final presentation as well as the attendance and regular participation in class. The final grade is made up by 50% of the written essay, the presentation and the following discussion by 30% and participation including contributions to class by 20%. The common academic guidelines for compiling an academic work are available at the Professorship.

The essays have to be handed in as printed version (2 copies) as well as digital pdf version (1 copy) by the 16th of December 2015, 12:00 am (language can be either German or English).

Earning of ECTS/ bonus points

Bachelor: The seminar is planned for 3 hours per week, students will be granted 6 ECTS.

Participation and deadlines

The seminar addresses undergraduates but is open for diploma students in business administration (advanced study period) as well. Diploma students can use the credits of this seminar for the following modules: Knowledge management, Marketing, Organization and Leadership, Corporate cooperation and strategic management.

Students interested in this seminar have to apply by **5th of October 2015, 12:00 am** indicating: (1) first and last name, (2) enrolment ID, (3) telephone number, (4) email address, (5) digital passport photo, (6) copy of student ID, (7) transcript of records, (8) subject of study as well as (9) current semester.

Enrolment is accepted by sending an email to ls-dreher@wiwiss.fu-berlin.de or by personally handing in a request of enrolment (Please make an appointment if you want to personally hand in your



enrolment request). You will be informed about your admission by the beginning of October. You will then receive a list of topics for the written essay from which you have to select three preferred topics. The topics will be assigned around the beginning of October 2015.

The number of participants is limited to 20. Incomplete or delayed applications will not be considered. If there are more applicants than places available, a selection will be drawn by the instructors.

Timetable:

Deadline for application	Monday, 5 th of October 2015, until 12:00 am
Notice on admission	Beginning of October 2015
Assignments of topics	Beginning of October 2015 (information online)
Introductory session	Tuesday, 13 th of October 2015, 10:00 am – 12:00 am
Introduction to academic working principles	Tuesday, 20 th of October 2015, 10:00 am – 12:00 am
Deadline of submission of the structure	Monday, 16 th of November 2015, until 12:00 am
Discussion of the structure	Tuesday, 17 th of November 2015, 9:00 am – 16:00pm
Deadline for the essays	Wednesday, 16 th of December 2015, until 12:00 am
Block seminar, final presentations	Tuesday, 19 th of January 2016 , 9:00am – 16:00pm & Wednesday, 20 th of January 2016, 9:00am – 16:00pm

Attendance at all dates is mandatory.