Info for MB Summer School 2019

Innovation & Technology Management (I&TM), Summer School 2019

Prof. Dr. Stephan M. Altmann
Strategic Business Development @ Mannheim University of Applied Sciences, Mannheim

Course Synopsis
The Summer School class students will participate in the second part (Phase 2) of the project based lecture on Innovation & Technology Management running from mid-March until the end of June at MUAS. They will be asked to join the existing teams who have already been working together in Phase 1. This allows the summer school students to get a head start by being brought up to speed by their team mates on the project status within a few days. The project is continuously run under the supervision of Prof. Altmann and with strong content support from the industry partner.

The I&TM lecture consists of two phases. In Phase 1, until the first week of May 2018, the teams will work on analyzing industry, business, market and customer environment of the industry partner with a focus on understanding how innovation is currently run by the key players in the industry. At the end of Phase 1, the teams will have researched and either just presented or they will shortly present their results to the industry partner. In the latter case, the summer school students are welcome to join the presentations of Phase 1 at the industry partner.

In Phase 2 of the project, the teams will be asked to use their insights into the status of quo of innovation in the industry of the partner company to design an innovative approach for how to serve customers successfully in relevant future scenarios. Towards this end, they will learn how to develop future scenarios, identify, analyze and understand expected customer needs, develop sustainable customer value propositions, create new business models by using ecosystem and platform design principles, evaluate their business potential and finally how to recommend a strategic implementation roadmap to the industry partner.

The course will not only teach how to analyze and synthesize these contents using tools of agile project management, user research and solution design incl. interactive interviews and prototyping. Prof. Altmann will also guide the teams in how to present their findings in a dedicated, result oriented and target audience focused communication approach.

Industry partners since 2016 have included BASF SE, Ludwigshafen - Roche Diagnostics GmbH, Mannheim - TE Connectivity Ltd., Darmstadt - Harmonic Drive AG, Limburg and Daimler AG Mercedes Benz Trucks, Stuttgart.

Weitere Details:
1) Q: Werden die theoretischen Kenntnisse zu Begriffen, Aufgaben und Methoden vorausgesetzt? Are skills of methods and terms required?
   A: No. But strong interest and commitment to time intensive team work is expected.
2) Q: Werden im 2. Teil neben der Projektarbeit noch theoretische Grundlagen hierfür vermittelt oder sollen diese anhand eines Skripts im Selbststudium noch erlernt werden? Will theoretical basics be taught in the second phase?
   A: Yes. All tools needed to perform the project work in the second phase will be taught, applied and discussed in class as well as independently by the project teams together with experienced student tutors.