



# Innovation Management

RUB Summer School 2020

August 24th – September 4th 2020



## Innovation Management

The digital transformation has fundamentally fueled the acceleration of innovation cycles: What's new today is already old tomorrow.

In order to stay in the game, corporations are investing in innovation management, sometimes in the form of freelance experts, sometimes by even making an innovation manager part of their team.

As volatile and accidental innovation and creativity might seem, researchers have found strategies and factors to boost them, be it on an individual, a team or a strategic level.

We want you to get to know those factors and apply them into your everyday life – making this a big step on your future career ladder.



## WEEK 1

### INNOVATION MANAGEMENT

#### **Innovation Management – Individual Level**

The Concept of Innovation

Creativity and its Potential

Creativity Techniques & Motivation

#### **Innovation Management – Teams & Projects**

Team Dynamics & Innovation

Is Diversity the key?

Performance Enhancement

Project Management



## WEEK 2

### STRATEGY & PROJECTS

#### **Innovation – Organizational Level**

Strategy

Developing Innovation Strategies

Coordinating Cooperations

Open Innovation vs. Closed Innovation

**Start-Up Event: Meet the Founder!**

**Case Study: Work on your Project**

**Presentation of your Projects**

**Certificates & Goodbye**

## Leisure Activities

Apart from studying we want you to meet students of Ruhr University Bochum and to get to know the area, which has transformed its many deserted coal mines into service centers, art projects and for example climbing gyms.

The name of Bochum's pub district "Bermuda Dreieck" indicates that every night people get lost in all those bars along the way. Maybe you want to try one of the famous "Currywurst" that Bochum is known for in the whole world? Come and get to know your fellow students at a barbecue in one of our many parks.

We would be happy to welcome you to our area and discover its innovative ideas!

## Meet the Experts

Ruhr University Bochum works closely with companies of the area on their innovation management. Meet experts from a corporate background and hear everything about innovation management in practice.

### **Start-Up: Meet the Founders**

The Start-Up scene at our university is very diverse and we would like you to meet founders who can tell you all about their business ideas and strategy.

### **Learning Factory**

Our Learning Factory will teach you innovation like VR and robotics in a workshop-setting. See how innovation effects production systems up close.



# RUB Summer Schools

Study – Connect – Enjoy