

INNOVATION AND CREATIVITY

Summer Semester 2024

Maximilian Bauer, M.Sc.
Chair of Innovation & Creativity
Office: NB 123
Email: maximilian.bauer@ku.de
Office Hours: Tuesday 14:00-15:00 or by prior appointment

Lecture: Tuesday, 10:00-12:00, NB 301
Tutorial: Tuesday, 12:10-14:00, GH
Presentations: July 16, NB 301 & GH
Final Take Home: August 06-07, 2024

Course and Objectives

This course is designed to disrupt the traditional university lecture model. It has a pioneering format, one that demands “learning by doing.” It combines pedagogical elements of presentations, active dialogue, application through team-based challenges, a competitive open innovation project, experiential learning activities, hands-on creativity workshops, self-learning and assessment, and most importantly - personal and professional growth. The course is nothing if not ambitious. What it requires from you is an open mind and a genuine enthusiasm for learning and growth.

My objectives for you in this course include -

1. Understanding key concepts in Innovation - types of Innovation, the Innovation process, enablers, and inhibitors of Innovation, scaling up and sustaining Innovations.
2. Examining the construct of Creativity - individual and team-based - and exploring how to cultivate and nurture Creativity in individuals, teams, and organizations.
3. Presenting each session as a “Challenge” that needs innovative & creative solutions, enhancing analytical thinking, teamwork, collaboration, and experiential learning.
4. Stimulating personal and professional growth - to become a creative problem solver.

Course Platform (ILIAS) and Course Materials:

The course uses the learning platform ILIAS, which all students are required to sign up for, using this link https://elearn.ku.de/goto.php?target=crs_991399&client_id=elearnKU

Please refer to pages 5-11 of this syllabus document for the Course Timeline.

Evaluation: Graded Components, Grading Scale, and Instructor Expectations

Grade Structure

1. Open Innovation Challenge: Team Project	50%	
2. Final Take-Home Assignment (Hausarbeit)	50%	
	<hr/>	
	Total	100%

Grading Scale (1.0 – 5.0)

1.0	93-100	Exemplary Performance
1.3	90-92.99	Strong Performance
1.7	87-89.99	Good Performance
2.0	83-86.99	Adequate Performance
2.3	80-82.99	Adequate Performance, with some deficiencies
2.7	77-79.99	Adequate Performance, with serious deficiencies
3.0	73-76.99	Weak Performance
3.3	70-72.99	Weak Performance, with serious deficiencies
3.7	67-69.99	Extremely Weak Performance, with serious deficiencies
4.0	64-66.99	Poor Performance, with pervasive deficiencies
5.0	63.99 or below	Fail

Instructor Expectations

1. I want your complete buy-in, which means being fully present, being well prepared for class, actively contributing, and adding value to your team and to the class. I will give you my 100% in class and I expect the same.
2. Since this is a course taught in an innovative format (organized as “challenges” for each session), I expect you to be on track with the learning and application expected in the course.
3. I encourage you to ask questions during class and meet with me in teams or one-on-one by setting up a prior appointment.
4. When in class, please turn off your laptop and other devices, to respect class learning and to maintain class etiquette.
5. I encourage and welcome your feedback throughout the duration of the course.

Guidelines for Graded Components

Open Innovation Grand Challenge: Team Project

50% of the Final Grade

**Team Project Presentations from 10:00-12:00 and 12:10-14:00 on Tuesday, July 16, 2024
(Please upload your files on ILIAS, at the latest by 09:00 on Tuesday, July 16, 2024)**

The Open Innovation Grand Challenge will be launched in class Session #2, on Tuesday, April 30, 2024. Client executives will present the Open Innovation Challenge to our class and answer your questions. Students will form teams for this project, in accordance with guidelines announced in class. Students will work in these same teams for all “10 challenges” during the course of the semester. Each team will have 10 minutes (maximum of 10 slides) to present their final project on Tuesday July 16, 2024, followed by 2-3 minutes of Q&A with the course instructor and the client executives. The deliverables for this project include the final presentation (pitch deck). All teams are required to upload their pitch deck on ILIAS by 09:00 on Tuesday, July 16, 2024.

Final Take-Home Assignment

50% of the Final Grade

From 10:00 on Tuesday, August 06, to 10:00 on Wednesday, August 07, 2024

The final take-home assignment is a 24-hour open book assignment. **There is no second period exam for this course.** This is the only exam. Students will be required to analyze short, innovation and creativity related cases by applying all the tools and frameworks learned in the course. The exam document with the cases and questions will be released at 10:00 on Tuesday, August 06, 2024, on ILIAS. Students will be required to upload their answer documents (only Microsoft Word uploads will be considered) on ILIAS by 10:00 on Wednesday, August 07, 2024. Please adhere to the following formatting instructions for your answer document –

- File name format: Last Name_First Name.docx (e.g., Bauer_Maximilian.docx)
- Margins of 2.5 cm on all sides
- All written content (except for tables, figures, images if any) should be typed in Times New Roman font, size 12 point, single spaced
- The maximum page limit (including title page, tables, references, everything) is 7 pages

Innovative Course Components

The “10 Challenges”: All Semester

This class is designed with 10 Challenges that require innovative and creative solutions. These challenges include multiple “live” business challenges posed by visiting industry executives, an innovation simulation from Harvard, and more. All teams will work on every challenge and upload their challenge files on ILIAS. Multiple student teams chosen by the instructor will present their solutions each week. The idea is to flex many cognitive muscles – analytical skills, teamwork and collaboration, storyboarding and storytelling, problem solving – all in service of crafting innovative and creative solutions.

Team Consultations for Open Innovation Grand Challenge: June 18, 2024

I invite all students and student teams to meet with me, for one-on-one consultations, throughout the semester. The Open Innovation Grand Challenge, which is in collaboration with a multi-national company, will engage your talents as a team to pitch your innovative ideas in a nationwide competition. I will open a multitude of time slots for team consultations with each team during class hours on June 18, 2024. A sign-up sheet with the available time slots will be provided in class well before the Mid Project Mentoring Session on June 18, 2024.

Each Group must sign up for a 15-minute online consultation meeting between 10:00 – 14:00 via Zoom. The goal of this mentoring meeting is to give feedback to each group individually on their Open Innovation Grand Challenge Project and discuss any questions there might be about the project.

Course Platform (ILIAS): All Semester

The course uses the learning platform ILIAS, which all students are required to sign up for, using this link https://elearn.ku.de/goto.php?target=crs_991399&client_id=elearnKU

COURSE TIMELINE

* Please Note that in lieu of the First Semester Welcome at WFI on Tuesday, April 16, 2024, we will not have a session that day. Our first session, therefore, will be held on April 23, 2024, at 10:00 - 12:00 and 12:10 - 14:00 that day.

Session # 1: Tuesday, April 23, 2024

April 23 10:00 - 12:00 in NB 301

Introduction to Innovation and Creativity

Concepts: Innovation and Creativity
Introduction to Course Objectives and Format
Team Project Guidelines
Syllabus Analysis and Course Deliverables
Team Formation for Open Innovation Grand Challenge
Course Tool: ILIAS

April 23 12:10 - 14:00 in Großer Hörsaal (GH)

Challenge # 1: Growth by Innovation: Twitch

Action Items: Understanding the Business Model of Twitch
Growth by Different Paths for Twitch: Type of Innovation

Session # 2: Tuesday, April 30, 2024

April 30 10:00 – 12:00 in NB 301

The Innovation Process & Open Innovation

Concepts: Definitions of Innovation
 The Five Stage Innovation Process
 Open Innovation and OI in SMEs Research Insights

April 30 12:10 – 14:00 in Großer Hörsaal (GH)

Challenge # 2: Launch of the Open Innovation Grand Challenge

Action Items: Introduction of our Client: Open Innovation Grand Challenge
 Launch Presentation by Client Executives
 Team Registrations for the Open Innovation Grand Challenge

Session # 3: Tuesday, May 07, 2024

May 07 10:00 – 12:00 in NB 301

Types of Innovation

Concepts: Categorizing Innovation
 Radical/Incremental, Sustaining/Disruptive Innovations
 Other Types of Innovation

May 07 12:10 – 14:00 in Großer Hörsaal (GH)

Challenge # 3: “Live” Business Challenge from a Company

Action Items: Introduction and Launch of a “Live” Business Challenge
 Innovation and Creative Solutions for the Challenge; Debrief

Session # 4: Tuesday, May 14, 2024

May 14 10:00 – 12:00 in NB 301

Enablers and Inhibitors of Innovation & Innovation in Customer Experience

Concepts: What Enables Innovation and How to Foster Them?
What Inhibits Innovation and How to Avoid Them?
Innovation fueled by the Customer Experience

May 14 12:10 – 14:00 in Großer Hörsaal (GH)

Challenge # 4: “Live” Business Challenge from a Company

Action Items: A “Live” Business Challenge from a Company
Innovation and Creative Solutions for the Challenge; Debrief

Please Note that Tuesday, May 21, 2024, is a “lecture-free” day at the university (the day after Whit Monday), hence our next class will be on Tuesday, May 28, 2024.

Session # 5: Tuesday, May 28, 2024

May 28 10:00 – 12:00 in NB 301

Scaling up Innovations & Innovation in Teams

Concepts: Challenges and Best Practices
Problem-solving and Innovation in Teams
Innovation & Creativity

May 28 12:10 – 14:00 in Großer Hörsaal (GH)

Challenge # 5: “Live” Business Challenge from a Company

Action Items: A “Live” Business Challenge from a Company
Innovation and Creative Solutions for the Challenge; Debrief

Session # 6: Tuesday, June 4, 2024

June 04 10:00 - 12:00 online, via Zoom (<https://kuei.zoom-x.de/j/62934717897?pwd=QWc1bENjSDhxWU96WkJ6VWdWSFBVQT09>)
Meeting-ID: 629 3471 7897 | Meeting Code: 440821

What is Creativity? & The Role of Responsible Innovation

Concepts: Defining Creativity: An Interdisciplinary Approach
What Affects Creativity?
RI - More than just Sustainable Innovation & Research Insights

June 04 12:10 - 14:00 online, via Zoom (<https://kuei.zoom-x.de/j/62934717897?pwd=QWc1bENjSDhxWU96WkJ6VWdWSFBVQT09>)
Meeting-ID: 629 3471 7897 | Meeting Code: 440821

Challenge # 6: "Live" Business Challenge from a Company

Action Items: A "Live" Business Challenge from a Company
Innovation and Creative Solutions for the Challenge; Debrief

Session # 7: Tuesday, June 11, 2024

June 11 10:00 - 12:00 in NB 301

**The Dark Side of Innovation and Money Laundering
(Guest Lecturers, Bernd Lindner and Oliver Hecker from BearingPoint)**

Concepts: Regulations and how they affect Innovation
Money Laundering

June 11 12:10 - 14:00 in Großer Hörsaal (GH)

**Challenge # 7: Operating Models considering Regulations
(Guest Challenge, Bernd Lindner and Oliver Hecker from BearingPoint)**

Action Items: A "Live" Business Challenge from BearingPoint
Innovation and Creative Solutions for the Challenge; Debrief

Session # 8: Tuesday, June 18, 2024

June 18 10:00 - 14:00 online, via Zoom

Mid Project Mentoring

Each Group must sign up for a 15-minute online consultation meeting between 10:00 - 14:00 via Zoom. The goal of this mentoring meeting is to give feedback to each group individually on their Open Innovation Grand Challenge Project and discuss any questions there might be about the project.

A sign-up sheet with the available time slots will be provided in class well before the Mid Project Mentoring Session on June 18, 2024.

Zoom Credentials (all team members must join 3 minutes prior to their assigned meeting slot and remain in the Waiting Room, until access will be granted to join the session) -

<https://kuei.zoom.us/j/63035496983?pwd=NWFxU3c2YkFGQ0xpNIRWcDAzd3lWZz09>

Meeting-ID: 630 3549 6983

Meeting Code: 803137

Session # 9: Tuesday, June 25, 2024

June 25 10:00 - 12:00 in NB 301

**Digital Value Creation: The Role of Service & Business Model Innovation
(Guest Lecturer, Jan Rodig from Struktur Management Partner)**

Concepts: Digital Value Creation in Organizations
Digital Services, Business Model Innovation

June 25 12:10 - 14:00 in Großer Hörsaal (GH)

**Challenge # 8: "Live" Business Challenge on Digital Services & Business Models
(Guest Challenge, Jan Rodig from Struktur Management Partner)**

Action Items: Introduction and Launch of a "Live" Business Challenge
Innovation and Creative Solutions for the Challenge; Debrief

Please Note that in lieu of the WFI Summer School in the first week of July 2024, we will not have a session on July 2, 2024. Our next session, therefore, will be held on July 9, 2024, at 10:00 - 12:00 and 12:10 - 14:00 that day.

Session # 10: Tuesday, July 09, 2024

July 09 10:00 - 12:00 in NB 301

Innovation Ecosystems (Guest Lecturer, Prof. Dr. Shashi Matta)

Concepts: Innovation and Entrepreneurial Ecosystems
Innovation Zones in the World: Defining Characteristics
Building an Innovation Ecosystem in Bavaria and Ingolstadt

July 09 12:10 - 14:00 in Großer Hörsaal (GH)

**Challenge # 9: Harvard Innovation Simulation
(Guest Challenge, Prof. Dr. Shashi Matta)**

Action Items: Harvard Innovation Simulation: The Food Truck Challenge
Online Simulation Exercise and Debrief

Session # 11: Tuesday, July 16, 2024

“Open Innovation Grand Challenge” Team Presentations: Tuesday, July 16, 2024

July 16 10:00 - 12:00 in NB 301, and, 12:15 - 14:00 in Großer Hörsaal (GH)

Challenge # 10: Open Innovation Grand Challenge Team Presentations

Presentations: Teams will present for a maximum of 10 minutes each (please see page 3 of this syllabus document for all details). Presentation slots will be assigned a week in advance.

**Final Take-Home Assignment:
10:00 on Tuesday, August 06 - 10:00 on Wednesday, August 07, 2024**

Final Take-Home Assignment

The final take-home assignment is a 24-hour open book assignment. There is no second period exam for this course. This is the only exam. Students will be required to analyze short, innovation and creativity related cases by applying all the tools and frameworks learned in the course. The exam document with the cases and questions will be released at 10:00 on Tuesday, August 06, 2024, on ILIAS. Students will be required to upload their answer documents (only Microsoft Word uploads will be considered) on ILIAS by 10:00 on Wednesday, August 07, 2024. Please adhere to the following formatting instructions for your answer document –

- File name format: Last Name_First Name.docx (e.g., Bauer_Maximilian.docx)
- Margins of 2.5 cm on all sides
- All written content (except for tables, figures, images if any) should be typed in Times New Roman font, size 12 point, single spaced
- The maximum page limit (including title page, tables, references, everything) is 7 pages

Recommended Resources for the Keen and the Curious

Books on Innovation

1. **The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators**
Jeff Dyer, Hal Gregersen and Clayton Christensen, Harvard Business Review Press, 2011
2. **The Innovator's Dilemma**
Clayton Christensen, Harper Business, Reprinted 2011
3. **The Design of Everyday Things: Revised and Expanded Edition**
Don Norman, Basic Books, 2013
4. **HBR's 10 Must Reads on Innovation (with featured article The Discipline of Innovation, by Peter F. Drucker) Paperback**
HBR Must Read Series, Harvard Business Review Press, 2013
5. **Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration**
Ed Catmull and Amy Wallace, Random House 2014
6. **The Other Side of Innovation: Solving the Execution Challenge**
Vijay Govindarajan and Chris Trimble, Harvard Business Review Press, 2010
7. **The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm**
Tom Kelley, Jonathan Littman, Tom Peters (Foreword), Currency, 2001
8. **Creative Confidence: Unleashing the Creative Potential Within Us All**
Tom Kelley and David Kelley, Currency, 2013
9. **Monetizing Innovation: How Smart Companies Design the Product Around the Price**
Madhavan Ramanujam and Georg Tacke, Wiley, 2016
10. **The Moonshot Effect: Disrupting Business as Usual**
Lisa Goldman, Kate Purmal and Anne Janzer, Wynfield Business Press, 2016

Blogs on Innovation

1. Next Big Future (www.nextbigfuture.com)
2. The Heart of Innovation (www.ideachampions.com/weblogs)
3. Integrative Innovation (www.integrative-innovation.net)
4. Board of Innovation (www.boardofinnovation.com/blog)
5. Hype Innovation (<https://blog.hypeinnovation.com>)
6. Innovation Excellence (www.innovationexcellence.com)
7. Now What? (www.nowwhat.blog)

Podcasts on Innovation

1. HBR Ideacast
2. NPR's How I Built This
3. Outside In
4. A16Z
5. Business Model Sandbox

Course Instructor Biography

Maximilian Bauer, M.Sc.

Doctoral Candidate and MBA Program Manager

Education:

M.Sc., WFI – Ingolstadt School of Management

B.Sc., WFI – Ingolstadt School of Management

Contact Information:

E-mail: maximilian.bauer@ku.de

Phone: +49 8421 93 – 21843

[LinkedIn Profile](#)



Biography

Maximilian Bauer is a Doctoral Candidate at the Chair of Innovation and Creativity, and the MBA Program Manager, at WFI - Ingolstadt School of Management at the Catholic University of Eichstätt Ingolstadt (KU).

He has a Bachelor's degree in Business Administration with a major in International Management, and a Master's degree in Business Administration with a major in Market-oriented Management from WFI. He studied abroad at the Pontificia Universidad Javeriana in Cali, Colombia during his Bachelor's, and was part of the MBA Program at the University of California at Davis during his Master's degree.

His research objective is to develop managerially relevant theory and recommendations in the areas of innovation and growth strategies, entrepreneurship models, digital transformation, and well-being. His expertise is in Open Innovation and Innovation Strategies in Small and Medium-Sized Enterprises (SMEs) as well as Responsible Innovation in multinational organizations.

Maximilian's industry experience, prior to starting his doctoral program, includes working student positions and internships as a Sales Manager for a Recruitment Company in Munich, Germany, working in the departments of Strategic Marketing, International Marketing, and Product & Alliances International of MediaMarktSaturn in Munich, Germany, as an in-house consultant for Deutsche Bahn in Berlin, Germany, and as a consultant at Achtzig20 in Ingolstadt, Germany.