

<b>Number/Code</b>	F44
<b>Module Name</b>	<b>Innovation management in the food industry</b>
<b>Type of Module</b>	Business module (elective)
<b>Educational Outcomes, Competencies, Qualification Objectives</b>	Students will be enabled to <ul style="list-style-type: none"> <li>• describe the role, types and models of innovations;</li> <li>• understand the management and innovation process;</li> <li>• assess innovation types and potentials within a food company and analyse the factors affecting it;</li> <li>• apply (innovation) management tools and techniques to real-life situations in the food industry.</li> </ul>
<b>Types of Courses</b>	Seminar (2 SWS), Seminar (N) (2 SWS)
<b>Course Content</b>	<ul style="list-style-type: none"> <li>• Definitions, concept and types of innovation management</li> <li>• Innovation potential and factors affecting it</li> <li>• Models of innovation</li> <li>• Management and innovation process</li> <li>• Benefits and barriers towards innovation</li> <li>• (Innovation) Management tools and techniques, incl. idea generation and creativity techniques</li> </ul>
<b>Course Title</b>	Innovation management in the food industry
<b>Teaching and Learning Methods (Types of Teaching and Learning)</b>	Instructions (including e-learning), seminar, group work and exercises
<b>Module Applicability</b>	MSc International Food Business and Consumer Studies MSc Sustainable Food Systems
<b>Duration of Module</b>	1 Semester
<b>Frequency of Module</b>	Annually, winter term
<b>Language</b>	English
<b>Recommended (Content) Prerequisites for Taking the Module</b>	-
<b>Prerequisites for Taking the Module</b>	-
<b>Students Workload</b>	180 hours, of which 60 contact hours, 120 hours of independent study
<b>Course Projects</b>	A presentation linked to real-life situations in the food industry.
<b>Prerequisites for Admission to Examination</b>	-
<b>Examination</b>	Written examination
<b>Number of Credits for the Module</b>	6
<b>Teaching Unit</b>	Department of Nutritional, Food and Consumer Sciences, Fulda University of Applied Sciences
<b>Module Coordinator</b>	Prof. Dr. Tonia Ruppenthal, Fulda University of Applied Sciences
<b>Module Teacher</b>	Prof. Dr. Tonia Ruppenthal
<b>Types of Media</b>	E-learning platform
<b>Literature</b>	Lecture based materials