

CAS in Innovation Management



CAS in Innovation Management: Overview

The CAS in Innovation Management provides state-of-the-art content on all relevant topics within innovation management

Profile and Content

- **Management of innovation** is one of the **key competences** for achieving long-term competitive advantage
- This course covers **all relevant topics**, both **established and novel**, within innovation management
- **Participants** are either **seasoned innovation managers** who intend to **update their knowledge** or innovation managers **without a background** in innovation or management who want to **get ready** for their new role in innovation



Curriculum & Teaching Format

- **German or English**
- **8 modules in total**
- **Each module consists of 3 steps:**
 - Content delivery
 - Application on own business, supported by peers and mentors
 - Final presentation and discussion to/by mentors and peers

Timeline, Effort & Costs

- **Time effort:**
 - Approx. 8 days on-side
 - Approx. 16 days online, divided into sessions of 2-3 hours each
 - Additional effort for self-learning and application (on responsibility)
- **Fee** of 11.500 CHF per participant

Key Take-Aways

- **Certificate** of Advanced Studies in Innovation Management of the University of Lucerne
- **Comprehensive** and state-of-the-art **overview of innovation management**
- **Mentoring by peers and experts** on the **application** of all content on your **specific firm situation**

CAS in Innovation Management: Your Key Benefits

The CAS features an overview of internal and external innovation potentials – and how to implement them



Creating internal innovation potentials

Innovation Strategy & Organisation

You can develop innovation strategies and create supporting organisational structures for innovation.

Business Model Innovation

You know how to innovate beyond the product level and how to develop suitable business models.

Technology Management and IP

You understand the opportunities and limitations of intellectual property and technology management for your innovation



Exploiting external innovation potentials

Innovation by Ecosystems

You know how to achieve innovation potentials through collaboration with partners in business ecosystems, which would not be feasible for a single company alone.

Start-Ups and Corporate Venturing

You know how to recognise the innovation potentials of start-ups - and how you can use them for your company.

Customer Integration & Crowdsourcing

You will understand how customers can be integrated into innovation processes - and how you can increase customer proximity.



Implement internal and external innovation potentials

Innovation Processes and Agile Development

You know traditional and novel innovation processes to bring your idea to market maturity and have an understanding of agile product development.

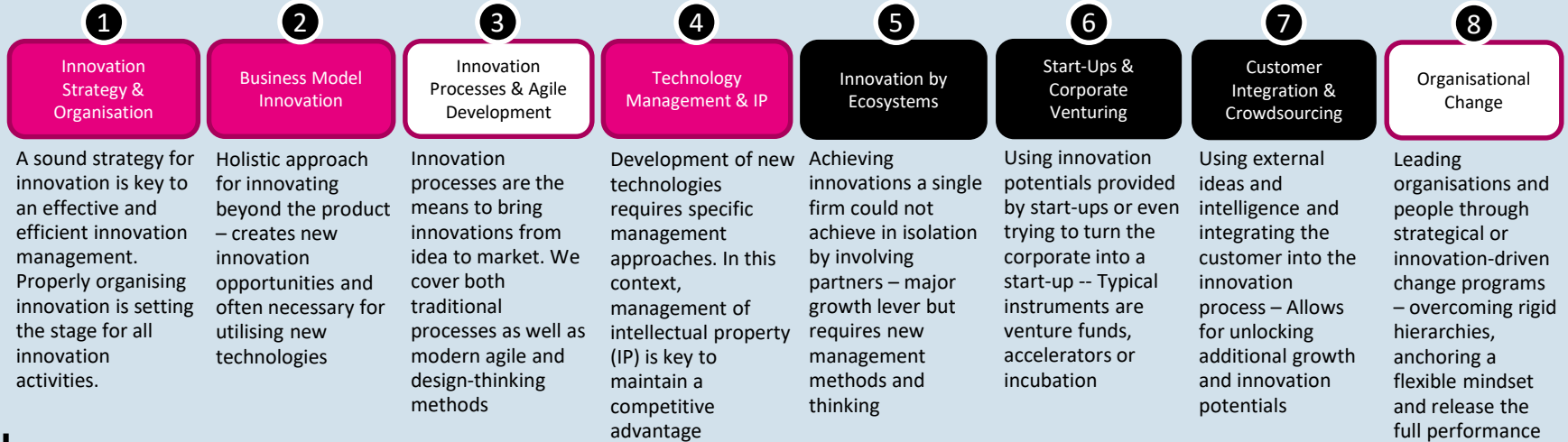
Organisational Change

You understand how you can implement your innovation project despite cultural and human barriers.

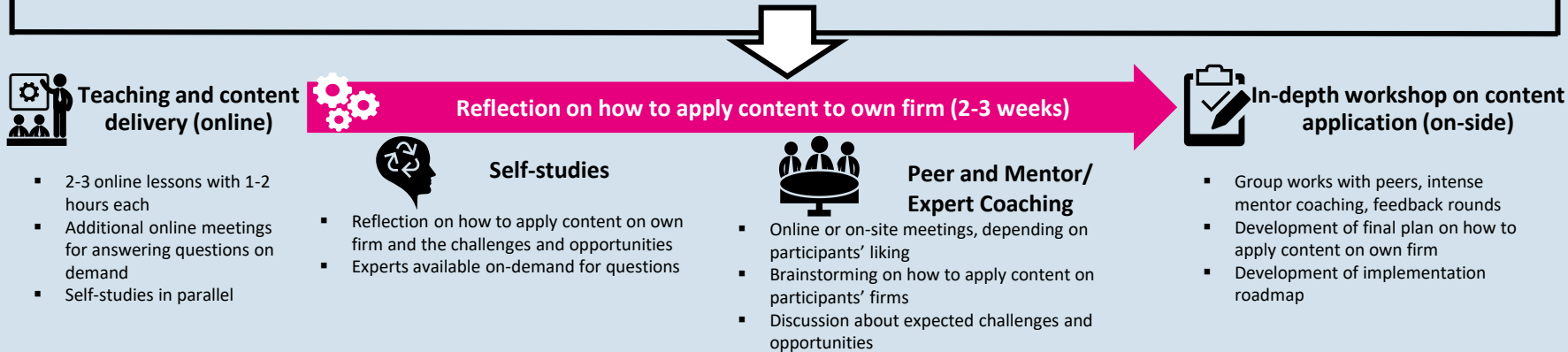
CAS in Innovation Management: Modul Overview

The CAS embraces 8 modules over a time of one year – Three key steps for each module

Overview on Modules



Teaching per Module



CAS in Innovation Management: Teaching Team

Our teaching team and experts are managing the course and are your go-to-persons for all of your questions



Dr. Bernhard Lingsens

Program Coordinator /
Lecturer
Expert on Innovation and
Ecosystems

Current Position

- Member of the board of directors IMA University of Lucerne, Head Area Innovation
- Visiting Professor Aalborg Business School
- Research Affiliate University of St. Gallen

Background/ Education

- Dr. oec. HSG in Innovation Management
- M.Sc. in Management, M.Sc. in Engineering
- Background as consultant at Roland Berger Zurich, PostDoc at Imperial College London, Project Manager at University of St. Gallen



Prof. Dr. Reto Hofstetter

Lecturer
Expert on Marketing
and Innovation

Current Position

- Full Professor of Digital Marketing, University of Lucerne, Switzerland
- Head of the board of directors IMA University of Lucerne

Background/ Education

- Associate Professor of Marketing (with tenure), Università della Svizzera italiana
- Assistant Professor of Marketing, University of St. Gallen
- PhD in Marketing, University of Bern
- M.Sc in Business Administration, University of Bern



Dr. Franca Burkhardt

Lecturer
Expert on Organisational Studies

Current Position

- Founder Bandy Analytics GmbH
- Associate Fellow HSG for Organisational Development

Background/ Education

- Dr. rer.soc. HSG in Organisational Studies and Cultural Theory
- M.Sc in Political Science and Public Policy Analysis, University of Geneva
- B.Sc in Social Sciences, Sociology and Psychology, University of Fribourg