

# 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.

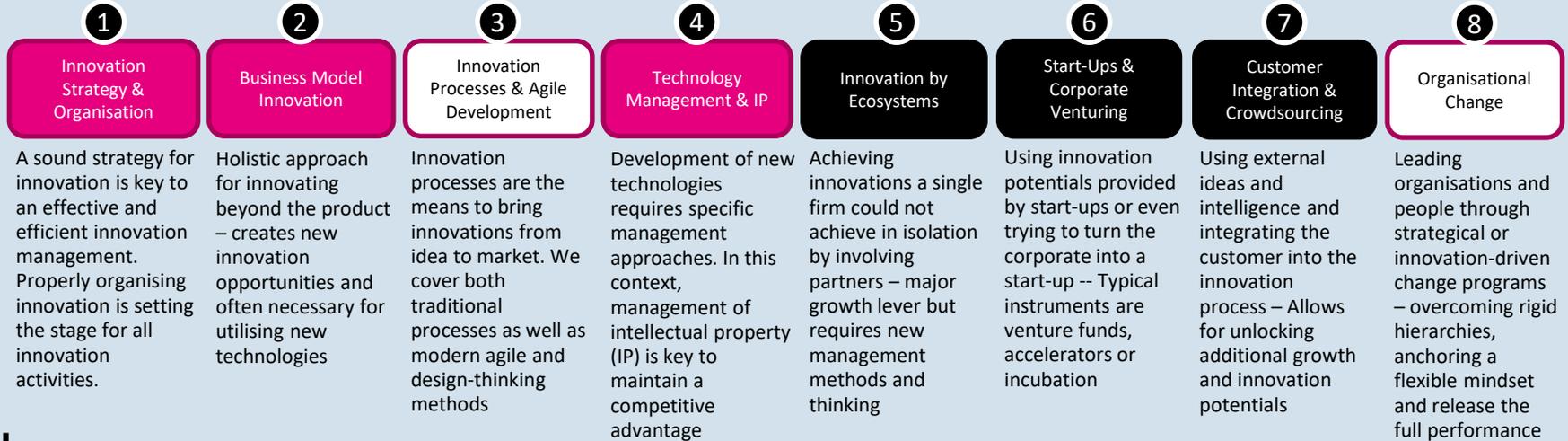
### Organisational Change

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 Lingen**

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