



Elective Subjects/ Semester 2,3 or 4:	
Title of the course	Strategy, Organisation and Market Creation
Coordinator of the course:	Anders Paarup Nielsen, Thim Prætorius
Objectives	<p><u>Students who complete the module:</u></p> <p>Knowledge</p> <ul style="list-style-type: none"> - Have gained knowledge and understanding of the role of technology, innovation, and change in businesses - Have gained knowledge about innovation and technology management in established businesses - Have gained knowledge about incremental innovation and continuous improvement - Have gained insight into disruptive and radical innovation - Have gained knowledge about entrepreneurship, including corporate entrepreneurship, corporate venturing, the pitching of a new idea and business planning - Have gained knowledge about organisational change strategies and process models - Have gained insight into organising for change (including aspects for culture, power and politics) - Have gained knowledge about leading change - Have gained knowledge about enablers and disablers of change. <p>Skills</p> <ul style="list-style-type: none"> - Be able to understand the characteristics and drivers of innovation and change, as well as the practical means of handling them in an engineering business context - Be able to understand the range, scope and complexity of challenges related to the management of technology, innovation and change - Be able to describe, analyse and redesign innovation- and change management processes - Be able to identify and analyse the field of innovation and change management including the value position of stakeholders; customers, suppliers and other network partners - Be able to analyse and identify a variety of business models and models for innovation of business models - Be able to design, evaluate and audit the innovative capabilities and change management of a business organisation - Be able to apply principles of business model innovation and risk management to suggest redesign and improvement of business models. <p>Competencies</p> <ul style="list-style-type: none"> - Be able to design and evaluate innovation- and change management - Be able to realise and implement innovation- and change management initiatives, including the implementation and design innovation- and change management



	processes in projects, companies and networks of companies, as well as relating practical innovation- and change management experiences to conceptual - understanding of innovation leadership and change management.
Workload: ECTS	5 ECTS Credits

Important note

This syllabus describes the course as it was delivered in **Summer Semester 2016**. Readers should note that courses of the DCLLead programme are changed and adapted every year, also taking into consideration the feedback of the participants. This syllabus is for informational purposes only. The administration of the DCLLead programme does not guarantee that the entirety of the information contained in this document clearly applies to any course that is delivered during another semester, also with the same title.