Innovation and Societal Challenges
(30 ECTS Semester Specialisation)
Why is it important?

• Increased pressure on firms’ strategizing, agility, and innovativeness (health crisis; climate change, pollution, inequality, migration or ageing populations).
  • All illustrates the huge impact societal challenges may have on firm-level decisions.

• Pressure for adapting to this new business landscape stems not only from macro-economic changes and governments, also consumers increasingly demand sustainable products, production processes, and governance structures and –behaviors.
  • In essence, innovation and entrepreneurial thinking and behavior is key to business management of tomorrow.
Innovation and Societal Challenges Overview

- **Context:** 9th Semester Specialisation (30 ECTS)

- **Content:** You will be provided with theory, concepts and methods to analyse the role of innovation and entrepreneurship in coping with challenges from economic, social and sustainable development. Connecting macro-societal trends and agendas with micro-level decision-making in the firm.

- **Applicability:** available for master’s degree students in the following programmes:
  - Students enrolled at the Master program in Economics and Business Administration, Aalborg University, including: International Business, International Marketing, Accounting, Organisation and Strategy.
  - Students from other AAU master’s programs with a pre-approval from their home study board.
  - Erasmus+/exchange students (Master level) with a pre-approval from their home university and from the receiving Study Board of Business Administration, AAU.
  - It is possible to enrol in the whole semester or in single courses (M1-M3). Enrolment in single courses requires pre-approval by the home study board.
Semester structure:

**MODULE 1: PROMOTING INNOVATION AND ENTREPRENEURSHIP (5 ECTS)**
- Coordinators: Eun Kyung Park (Associate Prof.) & Jesper L. Christensen (Associate Prof.)
- 9 lecturers from IKE (Innovation, Knowledge and Economic dynamics) research group.

**MODULE 2: ADVANCED INNOVATION MANAGEMENT (10 ECTS)**
Coordinators:
- Christian Richter Østergaard (Professor)
- Yariv Taran (Associate Professor)

**MODULE 3: SEMESTER PROJECT WITHIN INNOVATION AND SOCIETAL CHALLENGES (15 ECTS)**
- Supervisors are allocated, so they match project topics and interests, although mainly from the IKE-research group.
Module 1: Promoting Innovation and Entrepreneurship

Why this module? Because it...

1. Expands your understanding of innovation and entrepreneurship with various levels of perspective from micro to macro
2. Provides the network- and system-oriented thinking in dealing with innovation and entrepreneurship
3. Provides fundamental frameworks to deal with the societal challenges through innovation and entrepreneurship
Module 1: Promoting Innovation and Entrepreneurship

Key topics include:

- Innovation systems and ecosystems
- Entrepreneurial ecosystem
- Innovation policy for sustainable transition
- Entrepreneurship policies
- Incubation, spin-offs and university business incubators
Module 1: Promoting Innovation and Entrepreneurship

Lectures by a range of experts from IKE
Module 1: Promoting Innovation and Entrepreneurship

Forms of teaching:
- Lectures
- Podcast and other online resources
- Exercises based on group work
  - Presentation
  - Peer-feedback

Exam:
- Individual written exam
Module 2: Advanced Innovation Management

Why this module? Because …

1. You will learn on recent trends in innovation management and be able to identify relevant issues and problems in practice.
2. You will be able to critically reflect on and select among theoretical and analytical approaches for promoting innovation and solution models.
3. Emphasis is placed on frameworks and methods that are both theoretically sound and practically useful.
Module 2: Advanced Innovation Management

Key topics include:
- Introduction to advanced innovation management – what do we need to know
- Innovation strategy: Decision Making Under Uncertainty and Complexity
- Organising for innovation 1: Absorptive capacity
- Sources of innovation: collaboration, networks and user-producer interaction
- General overview on innovation management studies
- Change Management
- Service innovation
- Servitization
- Business model innovation and sustainability
- Organising for innovation 2: Dynamic Capabilities
- Evaluating and Selecting Innovation Projects
- Disruptive innovation and the innovators dilemma
- Organising for innovation 3: The ambidextrous organization
- Profiting from innovation: IPR and complementary assets
Module 2: Advanced Innovation Management

Forms of teaching:

- The module contains lectures, online lectures, and exercises
- In-class case-based exercises
- The exercises include
  - discussions of cases
  - student presentations
  with the purpose to engage in a more in-depth treatment of some core concepts and challenges within innovation management.

Exam:
Individual oral exam, with point of departure in a written group assignment.
Module 3:

Semester Project within Innovation and Societal Challenges

- In the semester project you define and analyse a research problem within the overall theme Innovation and societal challenges.
- The project can be carried out in collaboration with a company or other external organisation and/or the project may be connected to ongoing interdisciplinary mega projects in collaboration with students enrolled in other study programs at master’s level. The project topic is defined by the project group and approved by the supervisor.
- Supervision from a broad group of supervisors with interests and expertise within your topic
- Oral internal exam based on the project report, 7-point grading scale
Examples on topics for semester project

• How will Covid19 effects X-firm’s future value chain
• How to stimulate entrepreneurship?
• Innovation in emerging economies
• Green investors - passion or rationality?
• Sustainable business models transition with point of departure in UN Development Goals (SDGs)
• Mega projects within:
  • The Circular region
  • Simplifying sustainable living
  • + new themes in 2022
Time for Q&A
Thanks for joining

Feel free to contact semester coordinator:

Yariv Taran: Yariv@business.aau.dk