

Valid from 2025.HS

Module description: Innovation and Venture LAB III: Collaborative Innovation Project

Module Code	w.MA.XX.IVLAB3.20HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	The "Innovation and Venture Lab" module is a key feature of the Innovation and Entrepreneurship program. It enables students to apply theoretical-conceptual knowledge in real projects with real-world partners. Through applied innovative thinking, participants expand their practical professional skills. This module goes beyond traditional classroom-based, teaching-learning approaches. It is based on a real-world innovation problem in a multi-stakeholder setting. In close cooperation with partners from practice (e.g., private or public sector organizations), students employ empirical methods to develop approaches that promote innovation and address societal challenges. The findings are communicated through a report and the developed solution is presented as well as discussed with the partners during a final presentation.
Organizational Unit	Institut für Innovation&Entrepreneurship
Module Coordinator	Katrin Maria Pakizer
Deputy Module Coordinator	Claudio Cometta
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Innovation and Entrepreneurship
Legal Framework	Academic Regulations MSc in Business Administration dated 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Innovation and Entrepreneurship), first adopted on 22.09.2019
Module Category	Module Type Compulsory
Prerequisite Knowledge	Owing to the interdisciplinary nature of the module, prerequisite knowledge includes all previous module content from the MSc BA Innovation & Entrepreneurship as well as the entry qualifications for the Master's program. In addition, all students must complete the "Innovation Ecosystems" module.
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence

Module description: Innovation and Venture LAB III: Collaborative Innovation Project

Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • demonstrate their ability to work in a team to develop concrete solutions for a specific innovation problem in a multi-stakeholder setting. • use appropriate methods for (i) situation analysis, (ii) the development of solution approaches, and (iii) the evaluation of these approaches for the innovation problem in question. • understand that there are different perspectives on problems as they actively interact with different stakeholders (bilateral and multilateral). • show that they can plan and implement projects under time and expectation pressure from stakeholders. • communicate their findings to different stakeholders in a professional and target-group-oriented manner. • are confronted with innovation challenges outside a corporate/start-up context. • can appropriately reflect on the value and impact of their own contributions to the overall team performance. 	
Module Content	<ul style="list-style-type: none"> • Introductory event and kick-off with practice partner(s) • Case-specific situation analysis using appropriate methods (literature review, interviews, stakeholder analysis, media analysis, etc.) • Development of solutions together with different stakeholders using appropriate methods, such as literature review, interviews, a survey, and workshops • Evaluation and testing of these solution approaches with the involvement of different stakeholders using appropriate methods (e.g., field test, survey, or workshop) • Audience-specific communication of the developed solution in a suitable format (incl. brochure, website, event, concept, etc.) 	
Links to other modules	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.MA.XX.IECO.20HS • w.MA.XX.IVLAB2.20HS • w.MA.XX.IVLAB1.20HS 	
Digital Learning Resources	<ul style="list-style-type: none"> • None • Case specific documents and data 	
Methods of Instruction	<ul style="list-style-type: none"> • Project Work • Lecture • Literature Review • Explorative Learning • Interactive Instruction • Problem-Oriented Teaching • Group coaching 	<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Group Work • Individual Work

Module description: Innovation and Venture LAB III: Collaborative Innovation Project

Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Lecture	14 h	-		
	Excercise	-	-		
	Project Work	42 h	80 h		
	Seminar	-	-		
	Total	56 h	80 h	44 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Active participation in class <i>Basis of the assessment is a reflection of the individual contribution to the project</i>	Grade	Einzelarbeit	0	20.00
	Presentation of developed solution for practice	Grade	Gruppenarbeit	0	30.00
	Written Assignment	Grade	Gruppenarbeit	0	50.00
Classroom Attendance Requirement	Other Active participation is expected in plenary sessions involving external partners.				
Compulsory Reading	• Will be provided via Moodle				
Recommended Reading	• Will be provided via Moodle				
Comments	Late submission of the written assignment, individual performance assessment, or failure to actively contribute to the group assignments (report, presentation, discussions) may be penalized by individual grade deductions for the respective students.				