

# MARKET-DRIVEN INNOVATION MANAGEMENT



UNIVERSITÄT  
LEIPZIG



# OUR MISSION

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We are dedicated to providing theoretical insight as well as practical experience developing small and medium-sized enterprises (SMEs).

Due to our location in Germany, we consistently have had the opportunity to learn from successful German SMEs and to analyze, in detail, their best practices and winning experiences.

These exceptional firms of the “Mittelstand,” as they are called in Germany, are known worldwide for their dynamism and constant innovation. Not surprisingly, many of them have managed to achieve leadership positions in a number of different countries and markets by offering high value-added products and services.

For these reasons, we have decided to base our program on the patterns of the outstanding German Mittelstand. Our main goal is to transmit this knowledge to firms and institutions from all over the world, in order to implement **winning strategies to successfully promote SMEs**

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**TRAINING  
MARKET-DRIVEN INNOVATION MANAGEMENT**



# TRAINING CONCEPT

Innovations are important factors for strengthening the competitiveness of any enterprise. Product and service innovations oriented to new or existing markets, as well as the development and implementation of new production processes, organizational structures or business models, are decisive factors in the marketplace.

In market-driven innovation processes, the company's attention is focused on the newly discovered unfilled need of the potential customers. Today's possibilities to access information worldwide have changed the role of the customer in the global marketplace. Market-driven innovation management requires a systematic approach that allows for understanding and developing solutions which effectively respond to the fulfillment of the customers' needs.

The objective of the course is to make the participants familiar with the application of the different concepts and tools of innovation management in their organisations. The course is designed for managers in the private and public business sector.

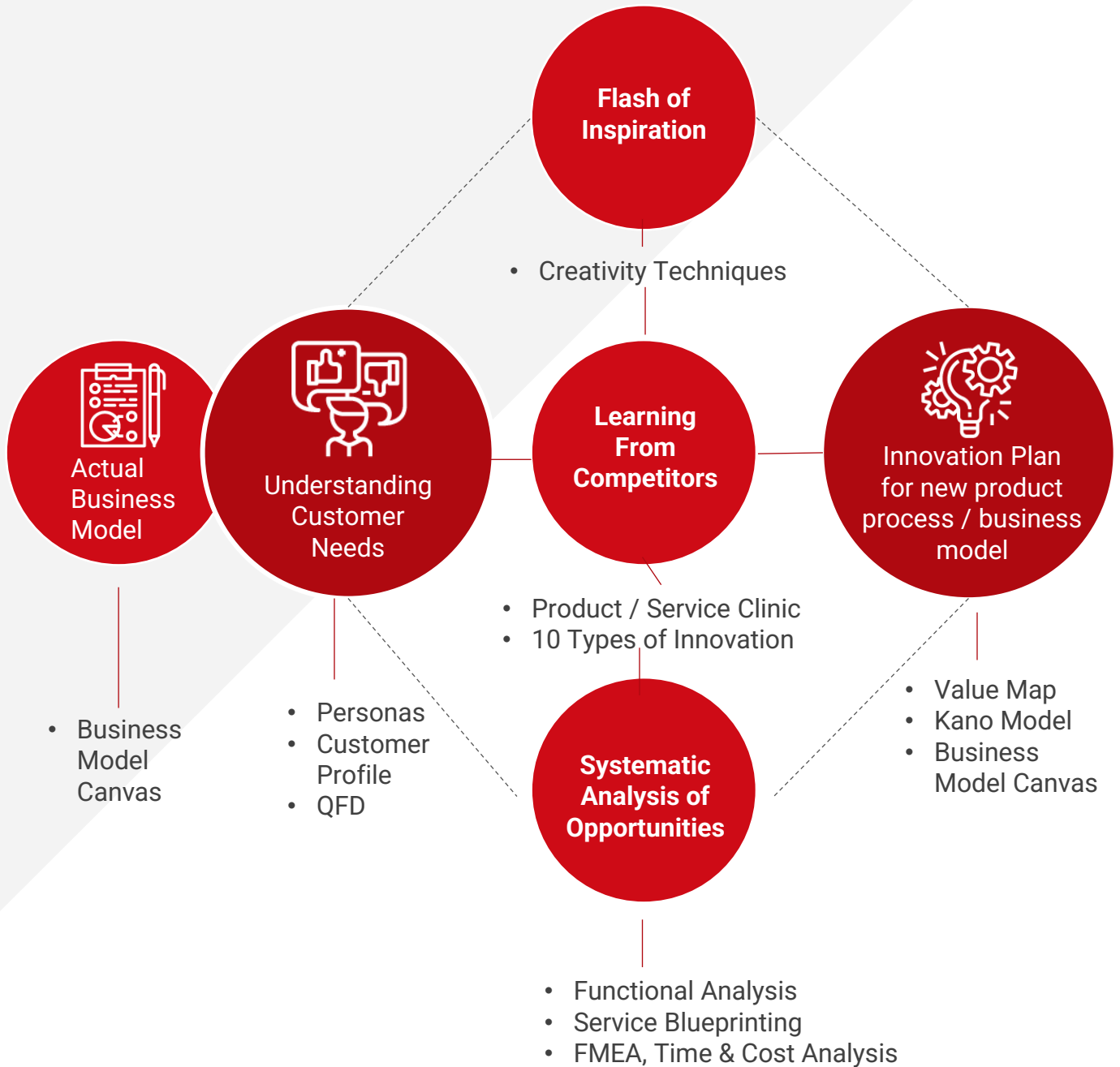
**The training course consists of 24 hours.**

The course is offered by offered by iN4iN, a network comprised by the Small Enterprise Promotion and Training Program (SEPT) of Leipzig University and the specialized consultancy firm CONOSCOPE GmbH, both from Germany.



**GLOBAL  
MARKETPLACE  
+ INNOVATION**

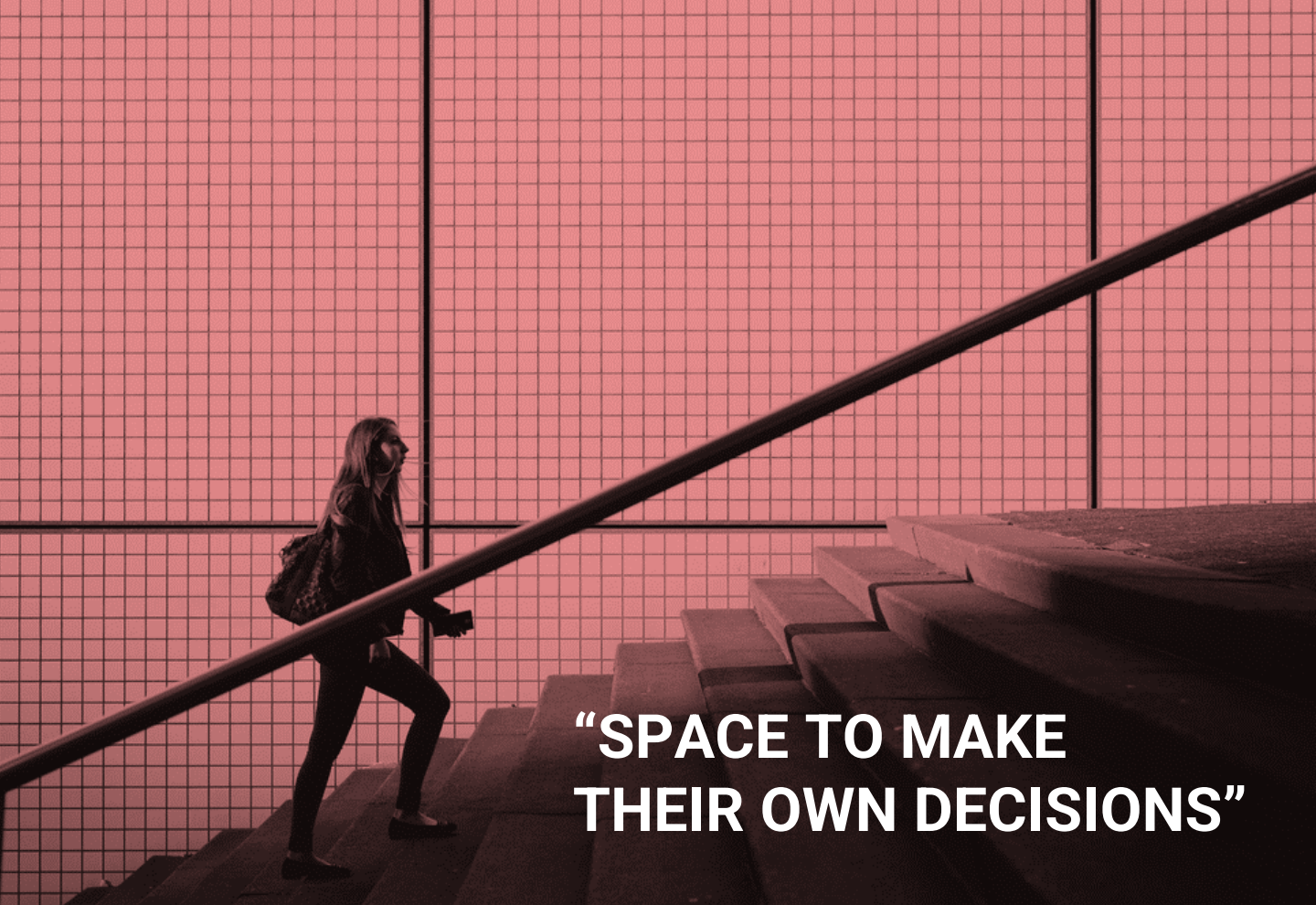
# OUR INNOVATION MANAGEMENT APPROACH



# CONTENT

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SESSIONS	TOPICS	TOOLS /METHODS
<b>INNOVATION CONCEPT</b>	<ul style="list-style-type: none"><li>• Types of Innovation</li><li>• Innovation Management</li></ul>	<ul style="list-style-type: none"><li>• Innovation Success Factors</li><li>• 10 Types of Innovation</li></ul>
<b>UNDERSTANDING CONSUMERS</b>	<ul style="list-style-type: none"><li>• Customer Integration in Innovation Process</li><li>• Analysis of Market Demand</li></ul>	<ul style="list-style-type: none"><li>• Personas</li><li>• Customer Profile</li><li>• Quality Function Deployment</li></ul>
<b>CREATIVITY</b>	<ul style="list-style-type: none"><li>• Idea Generation</li><li>• Idea Evaluation</li></ul>	<ul style="list-style-type: none"><li>• Creativity Techniques</li><li>• USP / Idea Scoring</li></ul>
<b>SYSTEMATIC ANALYSIS OF OPPORTUNITIES</b>	<ul style="list-style-type: none"><li>• Systematic analysis of product characteristics</li><li>• Systematic analysis of processes</li></ul>	<ul style="list-style-type: none"><li>• Functional Model</li><li>• Process Blueprinting</li><li>• Failure Mode and Effect Analysis</li><li>• Cost and Time Analysis</li><li>• Six Sigma</li></ul>
<b>LEARNING FROM COMPETITORS</b>	<ul style="list-style-type: none"><li>• Analysis of Competitor's Products and Services</li><li>• Analysis of Innovation Tactics</li></ul>	<ul style="list-style-type: none"><li>• Product Clinic</li><li>• 10 Types of Innovation</li></ul>
<b>NEW PRODUCT BUSINESS MODEL</b>	<ul style="list-style-type: none"><li>• Product Function Design</li><li>• Business Model Design</li></ul>	<ul style="list-style-type: none"><li>• Kano Model</li><li>• Value Map</li><li>• Business Model Canvas</li></ul>



# “SPACE TO MAKE THEIR OWN DECISIONS”

## **METHODOLOGY** OF THE TRAINING COURSE

A fundamental principle of this training course is the exchange between the objective and subjective approaches of the instruction process. The **Objective Approach** is related to the teaching based on units of knowledge; for instance, creativity techniques, strategic innovation management, etc. Regarding methodology, conceptual and hands-on experience will be implemented, this procedure allows fluent interaction between participants and course facilitators.

On the other hand, the **Subjective Approach** is related to the individual learning efforts of the participants. This offers the participants “space to make their own decisions”, as well as the required flexibility to develop their capabilities and competences. We are experts on demonstrating the application of innovation management tools in a real project setting.

The training is accompanied with parallel personalized coaching sessions for the innovation plan development. The final result of the training would be a new product/service model, an optimized process design, or an innovative business model.



# PROFILE OF THE TRAINERS

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## **PROF. DR. UTZ DORNBERGER**

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He is the Director of the SEPT Competence Center at Leipzig University. His academic and professional focus is on innovation and entrepreneurship management. He is also the Co-Founder of CONOSCOPE GmbH, a consulting firm specialized in the fields of strategic business development. He has international experience in 5 continents and over 50 countries.



## **DR. ALIREZA ANSARI**

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He is a research fellow and lecturer at the SEPT Competence center of Leipzig University. He studied his bachelor degree in engineering field in Iran. Then he continued his studies in business administration and completed his master's and PhD degree in Leipzig University. He is active as an international coach and a consultant in innovation management and process optimization.



## **WOJTEK ROSKIEWICZ**

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He is a research fellow and lecturer at the SEPT Competence Center of Leipzig University. He has practical experience at the science and business interface through employment at Fraunhofer-Society, in business consulting, own business projects as well as projects with other companies from different countries in the field: innovation management, business development, market due diligence.



## ADDITIONAL INFORMATION

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### PLACE

The training course is normally organized with a local partner, who provides the physical structure. But we also offer in-house seminars.



### LANGUAGE OF INSTRUCTION

The training course can be held in **English, German or Spanish**.



### DURATION & PARTICIPANTS

The training course is planned for **4 days (all together 24 training hours)**. The maximum number of participants is 25.



### CERTIFICATE

A certificate for the training course will be provided. This certificate will be issued by Leipzig University and CONOSCOPE GmbH.



# RENOWNED INTERNATIONAL **EXPERIENCE**

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We have already implemented our Innovation and Entrepreneurship Management Trainings in more than **30 countries in the world.**



### **COORDINATOR**

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