

The Dr. Theo Schöller Chair of Technology and Innovation Management, together with Siemens PLM&Innovation Excellence, offers a **project study** with the following topic:

Training for Innovation – Mapping the Terrain

Background and Motivation

The development of new products and services is a challenging endeavor. Innovation requires efficient collaboration between users and innovators, user requirements might change throughout the innovation process, innovator teams need to work together in a productive manner to create novel, “radical” solutions etc. Unsurprisingly, scholars and practitioners alike labor to develop training methods, which support to streamline innovation activities and which address the aforementioned obstacles to innovation. Training methods, such as Design Thinking, promise to address complexity and to provide structure to a process that is inherently difficult to manage. In this context, Agile and Lean Startup comprise methods, which also gained popularity in the community throughout the past decade. When comparing the tools and approaches of these contemporary training methods, overlap on several dimensions surfaces. The goal of this project study is to make training methods for innovation comparable to 1) underline their unique strengths but also to 2) highlight boundary conditions in terms of their scope and applicability for practice.

Objectives

The goal of the project study is to systematically map contemporary methods and tools for innovation. The project study will cover the following steps:

- Review of the literature, specifically training methods such as Design Thinking, Agile, Lean Startup, Business Model Canvas, Strategic Buckets, etc.
- Develop a framework to categorize findings from your review, e.g., when to employ each method/toolbox in the innovation process (throughout problem space or solution space).
- Connect your findings to an ongoing industry project. Selection of specific methods/tools for our partner’s new training concept.

What we offer

- Work on a topic which is highly relevant for our industry partner, the Siemens AG
- Immediate integration of your findings into practice
- Close mentoring and predefined milestones
- Definitely fun but also challenging working environment

What we expect

- Strong interest in innovation management and its operationalization (training concepts)
- Very good grades
- Able to start mid-March or beginning of April 2021

Contact

Please contact Dr. Georg Windisch (georg.windisch@tum.de) if you are interested in this project. Your application should include a short motivation letter, your CV and a current transcript of records. For more information on our general requirements, the application procedure, and the style guidelines please go to <https://www.professors.wi.tum.de/tim/teaching/project-studiesidp/>.

