Welcome to the Innovation Management Master Program!

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Nice to meet you!

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Who are you?
Agenda

- Introduction & Welcome
- Short Overview of the MSc Innovation Management Program
- How to be(come) a successful IM student
- Who-is-who: Important contact information
- Industria
- Alumnia
- Q&A

These slides will be made available online at https://canvas.tue.nl/courses/18498
The need for Innovation Managers

Innovation is essential for the competitive position of companies

- win new customers
- strengthen loyalty of existing ones
- start-ups help address customer needs in entirely new ways

\[
\text{PROFIT} = \text{REVENUE} - \text{COST}
\]

To increase this... ...increase this... ...or decrease this.
The need for Innovation Managers

- Innovation is essential for the competitive position of companies
  - win new customers
  - strengthen loyalty of existing ones
  - start-ups help address customer needs in entirely new ways

The Innovation Management program teaches quantitative and qualitative theories, tools, and techniques to make businesses and entrepreneurs more innovative as well as more successful in their innovation activities.
Product and Service Innovation

NPD: portfolio management and strategic decision-making

HRM: selecting talent, matching skills and tasks, incentivizing, managing teams

Business strategy: Alliances, networks, eco-systems, open innovation
Operations research: supply chain mgmt

Entrepreneurship: idea generation and opportunity identification

Entrepreneurship: finance and intellectual property rights

Marketing: launch tactics, sales strategies, after-sales service

Marketing: market research, customer co-creation
Information Systems: business intelligence, big data analytics
Innovation Management building blocks

Content

- New product development
- Strategic marketing
- Sales and after-sales service management
- Human resource management
- Business intelligence
- Open innovation
- Entrepreneurship
Innovation Management building blocks

Methodologies and tools

- Multivariate statistics
- Structural equation modeling
- Data mining
- Computational intelligence
- System dynamics modeling
- Design science methodology
- Calculus; differentiation & integration
- MatLab
- Meta-heuristics for optimization of operational processes
- Econometric valuations
- Real option analysis
- Data Modeling (UML)
- Process Modeling (BPMN)
Program Year 1 (2021-2022)

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<td><strong>1ZM16</strong> Management of Product Development</td>
<td>Track Elective</td>
<td><strong>1ZM11</strong> Marketing and Innovation</td>
<td><strong>1ZM130 / 1ZM140</strong> Design Science Methodology and Project</td>
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<td><strong>1JM06</strong> Human Aspects of Innovation</td>
<td>Track Elective</td>
<td><strong>1BM110</strong> Data Analytics for Business Intelligence</td>
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<td><strong>1ZM31</strong> Multivariate Statistics</td>
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<td><strong>1ZM65</strong> System Dynamics</td>
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Track = Set of courses on same theme. Select at least 5 out of 9.
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BUSINESS AND PRODUCT CREATION TRACK

EXCELLENCE TRACK (TOP 10%)

MANAGING INNOVATION PROCESSES TRACK
Business and product creation track
Business and product creation track

**Focus**
Front-end of the innovation process, where individuals think about setting up their own business, and where established companies start the development of new and innovative products.

**Key words**
Creative idea generation, opportunity identification, entrepreneurial actions, breakthrough projects, radically new products, exploration, new business models, start-ups.

**Typical jobs**
Product developer, innovation strategist, innovation manager, strategy consultant, business developer, business engineer, entrepreneur (CEO), project manager.

**Competencies**
Creativity, ability to cope with uncertainty, qualitative research skills.
Managing innovation processes track
Managing innovation processes track

Focus
Larger innovation projects (in terms of budget) and decisions that managers have to make to move new products through the development stages and finally launch it on the market, including the monitoring and continuous improvement of product/service performance

Key words
Marketing research, marketing strategy, process management, product lifecycle management, big data intelligence, sales and after-sales service management, product quality and reliability

Typical jobs
Business analyst, marketing manager/consultant, key account manager, sales manager, service manager, manager R&D department, project manager, strategic buyer, purchasing and supply chain manager

Competencies
Planning and optimization, systematic, quantitative research skills
## Program: Year 2

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More on tracks and mentor matching

Info on CANVAS 1MC10

Live Q&A session on **October 14 @ 12:30 hrs**, you will receive an invite
How to be a successful student?

-become a (pro-)active student

-learning is a shared responsibility

“Our engineers should first and foremost learn how to be a life-long learner, able to keep adapting to fast changing knowledge and circumstances. TU/e facilitates learning processes, designs learning environments and empowers students to manage and direct their own learning. For learners this means shifting from consuming what teachers offer to constructing knowledge themselves and making sense of what they learn.” (TU/e, strategy 2030)
Course evaluations - At IE&IS...

• Every course is evaluated using a student survey and/or student panel

• By participating in these surveys, you:
  • Help us improve the quality of education
    • Both for future cohorts and for similar courses you’ll encounter later on
  • Contribute to a high response rate, which makes feedback useable
  • Take a moment to reflect on the courses in your program
Course evaluations - How evaluations are used at IE&IS

• Your input is always processed anonymously!

• Teachers use student input to reflect on course and improve it
  • (a reflection on last year’s main points of a course can be found on Canvas)

• Managers & supporting personnel use input to allocate resources to improve education

• We aim to learn across programs and even departments to improve education TU/e wide

• We create 1-page summaries of course evaluations to help you in choosing elective space

Course Evaluations - Why your input matters and how it’s being used – contact evaluations.IEIS@tue.nl for more info
Be part of the TU/e community

Everyone is welcome here
Inclusiveness is important

Please make every effort to include all
Speak English

Nationality, gender, religion, race, sexual orientation, illness or impairment:
We are one!
IMPORTANT CONTACT INFORMATION
Information about the program

https://www.tue.nl/en/education/graduate-school/master-innovation-management/

All important information on the IM program
Overview of courses and tracks

OSIRIS
Course descriptions on OSIRIS

CANVAS
Slides of important events such as this one can be found here.
Canvas

Our learning management system
Course-specific information
Also features updates on mentor matching procedure (1MC10) – will be published soon
Official LinkedIn group

www.linkedin.com/groups/8827538/

Connect with current students and alumni
Stay up-to-date on trends in Innovation Management
Find potential companies for your master thesis project
Solicit for responses to a survey you are conducting
Share pictures of social and professional events
We can all contribute to making this a vibrant community!
JOIN OUR TEAM

Would you be interested in telling (prospective) students about your study and be an information resource for me?
Information meetings BSc & MSc
Webinars
Check your match event
Graduate school event
IM council

What’s in it for you?
Peek behind the scenes
First-hand information from your program manager
Practice presentation / communication skills
Financial incentive
Important contact information

Question on course contents, electives, study program, regulations, homologation courses, consult on personal issues with regard to study, etcetera

Ir. Anja C.J. Kirkels, Study Advisor Master IM
Atlas 3.326, tel.: (040 247) 2428, a.c.j.kirkels@tue.nl

If she cannot help you, your next point of contact will become your mentor

Questions on course registrations, grades, exam dates, course scheduling (e.g. time slots), etcetera

Central Student Administration IE (also known as CSA-IEIS)
Atlas 3.421, tel. (040 247) 2190, CSA.IEIS@tue.nl
Important contact information

Mentor matching administration
  Paul Andrei
  p.a.andrei@tue.nl

Educational policy
  Mieke van Marion, Education coordinator
  m.h.v.marion@tue.nl

Join the Q&A session on tracks and mentor selection (October 14)

If all else fails: contact me!
Alumnia
Study Association Industria

Innovation Management
Study association for all Industrial Engineering studies at the Eindhoven University of Technology

Founded in 1963

± 1400 members, of whom ± 350 active
Industria: The four pillars

- Study
- Career
- International
- Leisure
Industria Congress • International Research Project • Education Award • Book Sales • SCOPE • Educational Counsils

STUDY
Industria Congress

- November 23rd 2021
International Research Project
International Research Project
Master Study Club

Trainings

» LaTeX training
» Contract Negotiations
» Getting Things Done
Professional training • Convent • Lunch lectures • Wervingsdagen • Study Clubs • Company Visits

CAREER
Lunch lectures
INTERNATIONAL
LEISURE
Villa Drinks

Every Thursday from 17:00, Atlas 1.750
Industria Master Committees

- Master Study Club
- Master Councils
- PromoCie
- Scope
- ICT-committee
- TBKx
Why an active member at Industria...

- Develop organizational skills
- Contact with companies
- Get to know a lot of fellow students
- Last but not least...

Lots of fun
industria.tue.nl

SVIndustria

SVIndustria

Board room: Atlas 2.328

Bar + Coffeeroom: The Villa, first floor
Recap of all today’s information and more details on:
https://canvas.tue.nl/courses/18498