



# Modulbeschreibung

<b>Studiengang und Schwerpunkt:</b> <b>Master of Engineering:</b> <b>Produktionstechnik und -management</b>	
<b>Abk.: GCPIM</b>	<b>Modultitel: Global customers processes, innovation management</b>
<b>Modulkoordination/ Modulverantwortliche/r</b>	<b>Isenberg</b>
<b>Lehrende Professoren</b>	Isenberg, Jahn
<b>Zeitraum/ Semester/ Angebotsturnus</b>	1. or 2. Semester
<b>Credits</b>	5
<b>Arbeitsaufwand (Workload)</b>	Präsenzstudium 4 h (SWS), Selbststudium 102 h
<b>Status</b>	
<b>Teilnahmevoraussetzungen/ Vorkenntnisse</b>	
<b>Teilnehmerzahl</b>	
<b>Lehrsprache</b>	english
<b>Zu erwerbende Kompetenzen/ Lernziele</b>	
<b>Fachlich-inhaltliche und methodische Kompetenzen</b>	
<ul style="list-style-type: none"><li>Steadily increasing competition forces industry to accept customer order in a short term manner. If there is short before the series start a request for change from the customer then this results often in drastic influences on design, production and logistics, because processes are not optimized for these changes. This asks for highly flexible processes and high demands on the knowledge of people and the technology.</li><li>The students will be able to optimize the processes in a company so that even short term customer specific changes can be handled profitably in the company.</li><li>The competencies in detail are the ability to: analyse the influence and risk of customer orders on technique, deadline and budget, earnings; design processes with a total process view, i.e., optimizing the whole process rather than its single parts; handle insecure decisions in a badly structured environment; use tool of information techniques for process coordination</li><li>So that they will be able to define for the humans, organisation, technologies and information systems solutions.</li></ul>	
<b>Sozial- und Selbstkompetenz</b>	
<b>Lerninhalte</b>	
<ul style="list-style-type: none"><li>In this module students will learn methods on examples how to handle the shortterm customer changes and what type of innovation management ist suitable to handle the changes in the company successful.</li><li>The first part of the lecture focuses on the influence of changes from customers on the total process from customer order over development until series production.</li><li>In the second part of the lecture concepts for systematic innovation management for products and processes are presented. Process innovation gives also addition ideas for dealing with customer changes.</li></ul>	



# Modulbeschreibung

- Part 1 „Global customers processes“:
- Design networks in global context with internal and external customer, supplier relations management. 2) Development of interfaces between design and production with concepts for efficient failure handling and prevention.
- Risk management for systematic prevention, analysis, conception and control of risks with total process view. This includes the discussion of globalisation aspects.
- Workflow methods using SAP as information system.
- Methods to improve the learning efficiency of labour force to handle changed processes.
- Cooperation with industry management for actual case studies (such as Airbus, Ferchau, Siemens, Jungheinrich)
- Part 2 „Innovation management“: Tasks, objectives and processes of Innovation management, Creativity methods, Evaluation methods, Innovation strategies, Innovation organisation
- Laboratory: Part 1 „Global customers processes“
- 1) Implementation of processes using simulation tools to rebuilt the customer specific changes and their influence on project result.
- 2) Case studies with industry.
- Part 2 „Innovation management“
- 1) Application of creativity and evaluation methods on exemplary problems
- 2) Integration laboratory on innovation: From the idea finding over the evaluation to the solution; Realization of a simple innovation task in small groups

## Zugehörige Lehrveranstaltungen

### Lehr- und Lernformen/ Methoden / Medienformen

Powerpoint-Presentation with beamer, slides and blackboard

### Studien- und Prüfungsleistungen

Leistungsnachweis

### Literatur/ Arbeitsmaterialien

Literature for Part 1: „Global customers processes“

Aalst, W. (2004): Workflow Management, MIT Press (März 2004)

Gleißner, W. (2005): Risikomanagement. Mit CD-ROM, Umsetzung, Werkzeuge, Risikobewertung, Haufe (Mai 2005)

Isenberg, R. (2005): The customer gating concept to deal with late changes in product development accepted for publication at The International Manufacturing Conference (IMC 22) - Challenges Facing Manufacturing – The Institute of Technology Tallaght,

Dublin (31st August to the 2nd September 2005)

Isenberg, Randolph (2002): Wege zur prozeßorientierten Arbeitsvorbereitung, Workshop "Moderne Aufbau- und Ablauforganisation - Wo steht die Arbeitsvorbereitung?", NORTEC2002, Hamburg 24.1.2002

Literature for Part 2: „Innovation management“

Vahs, D., Burmester, R., Innovationsmanagement, 2. Aufl., Schäffer-Poeschel, Stuttgart, 2002



Hochschule für Angewandte Wissenschaften Hamburg  
*Hamburg University of Applied Sciences*

## Modulbeschreibung

	<p>Jahn, C., Erfolgreiches Innovationsmanagement – Vom Zufall zum Innovationsmotor, Vortrag 5. RP-Fachtagung, HAW Hamburg, 17.02.2006</p> <p>Simon, W., Lust aufs Neue – Werkzeuge für das Innovationsmanagement, Gabal, Offenbach, 1999</p>
--	--