Prof. Spann

1. 31.10. Idea Generation – a Categorization of Methods
2. 31.10. Radical Innovations – A literature Overview
3. 31.10. Idea Selection – a Categorization of Offline Methods
4. 31.10. Computer-based Idea Selection
5. 07.11. Customer Integration: Netnography
6. 07.11. Customer Integration: Communities of Innovation
7. 14.11. Testing New Products in Laboratory Experiments

Prof. Kretschmer

Part 4 – Innovation

c. How Does R&D Cost Spreading Explain the Relationship Between the Level of R&D and Firm Size? (Cohen and Klepper, 1996)
d. Racing to Invest? The Dynamics of Competition in Ethical Drug Discovery. (Cockburn and Henderson, 1995)

Part 5 – Diffusion

c. Intergenerational effects in the diffusion of new technology: the case of mobile phones. (Liikanen et al., 2004)
d. Are Knowledge Spillovers Geographically Localized and Concentrated? The Case of Patents. (Jaffe et al., 1993)

Prof. Leidl

Lecture 8.1. Development of Software

Presentation 1: Function point analysis

Using cost estimation methods is an essential practice to manage software development projects. Based on estimation of key metrics for productivity and quality, function points are a standard unit of measurement to quantify the functionality requested by and provided to the customer. This presentation includes an overview and exemplary application of the function point method.

Presentation 2: Estimating Development Costs

Using cost estimation methods is an essential practice to manage software development projects. In practice there exists a large variety of methods. This presentation includes giving an overview of existing methods besides the ones in the lecture.


Lecture 8.2. Software Development Outside the Companies Boundaries

Presentation 1: Open Source Software

Open Source Software development is an uncommon but nevertheless successful phenomenon in the capitalistic system. Why do people program software for free? The presentation includes an overview and a critical analysis of the open source development.

- Scacchi, W. Understanding requirements for developing open source software systems. IEE Proceedings - Software. 149 1, 24-39 (2002).

Presentation 2: Outsourcing of Information Systems

To save costs and increase creativity many firms outsource (parts) of their information systems activities. This presentation includes an overview of current topics in outsourcing.

Lecture 9. New Product Development in Life Sciences

Presentation 1: M&A, alliances, joint ventures and collaboration in the pharmaceutical market

M&A activities have significantly reduced the number of big pharmaceutical companies during the last years. To improve productivity and fight raising costs, mergers and acquisitions, strategic alliances, joint ventures, and collaboration are a chance to reduce and allocate not only high R&D expenses but also market risks. This presentation includes a brief market overview and analyses the effects on R&D, productivity and risks.


Presentation 2: Evidence based regulation in the pharmaceutical market: the example of NICE

Before a new drug enters the English market, it has to pass an appraisal process guided by the National Institute for Health and Clinical Excellence (NICE). To understand the pharmaceutical market in a country, it is crucial to understand its regulation process. This presentation gives a brief introduction to the work of NICE and the appraisal process for pharmaceuticals. The assessment of cancer drugs is used as an example.