

**ENABLING INNOVATION / ENTREPRENEURSHIP  
INNOVATIONSMANAGEMENT  
PRODUCT INNOVATION MANAGEMENT**

Lecture / Vorlesung

Evaluation scheme:	Percentage	Grade
	92 - 100	1
	80 - 91.9	2
	65 - 79.9	3
	50 - 64.9	4
	< 50	5

Open questions:	Maximum given points:
1. Name and describe the 5 dimensions of innovation!	10 ✓
2. Please name and explain the 7 success factors for Product Innovation.	7 ✓
3. The Boston Consulting Group uses the terms Stars, question marks, cash cows and poor dogs in their product portfolio. Sketch and explain the adapted version by Cooper and Edgett, the so called "Portfolio Management for new products"	6 ✓
4. What are the four steps of the Load Matrix approach and what is the outcome of each step?	8 ✗
5. What is Prototyping? Describe why prototyping is used and how to prototype and test.	6 ✓
6. Sketch the Innovation Process by THOM and describe each phase shortly.	10 ✓
7. Explain the SWOT Analysis.	6 ✓

Additional question:	Maximum additional points:
8. Regarding do the talk of Dr. Roland Busch, how does digitalization changes the innovation processes?	8

*Good Luck! / Viel Glück!*