

MIM

Master of Innovation Management



INTERREG IIIA
SVERIGE - NORGE

Background

- Startup of the preliminary work already in 2001
- A lot of activities including excursions, negotiations etc. in the preparatory phase.
- Formally accepted as a Masters program in 2003
- Fullscale application to Interreg IIIA in August 2004. Application granted.
- Startup of the first program February 1, 2005 – around 45 students



Important aspects of the project

- Intensified network creation among people and organisations involved. KaU and HH, etc.
- Built extensively on experiences made by the development of the Master of Public Administration.
- Strong show of interest from public actors especially in Norway (SIVA)
- Without Interreg financing – no-show.
- Contribution of private sector actors for advice etc.

Unique profile contents:

- Innovation from the perspective of behavioural sciences
 - 15 ECTS
- Contemporary social and environmental analysis: local and regional processes in a global context
 - 15 ECTS
- Innovative Processes
 - 15 ECTS
- Masters Thesis
 - 15 ECTS

- **Individuals and groups** – how to develop creativity, cooperation and motivation among coworkers in order to lay a basis for innovation.
- **Society** – How the local, regional, national and global development has an impact on the preconditions and possibilities for creativity, innovation and entrepreneurship.
- **Organisation** – How to establish the right conditions for innovative processes within firms, organisations and other regularised contexts, especially in the dimension of leadership and management

The objectives of the program

- A general diffusion of knowledge (door openers)
 - An increased understanding of the process of innovation in different contexts in society.
 - An increased understanding of advanced leadership in modern society.
- To build networks (among those of primary importance is the intercultural dimensions)
- A transfer of experiences between and within different societal sectors (as above)

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Some Principles

- Intertwined subject matter
- Link with practice/sharp projects
- Networking
- Dialogues, fieldtrips, realworld contacts
- Creativity in form

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- Target groups: Leaders and co-leaders especially in the private sector, in sectors of public administration involved in economic growth and its preconditions, and with a special focus on the value creative aspects of innovation.
- Norwegian and Swedish participation
- At the finish line stands 37 participants, of which 31 has completed their Masters Thesis and the rest are expected to do so during this spring.



- 14 gatherings of 3 days over a period of 2 years. The first one was in February 2005
- We take turns in Norway and Sweden
- Between gatherings we communicate intensively through our webbased class room (Class Fronter).
- We are proud that the evaluation of the program – taking place at every gathering – on the basis of three relevant questions has an average value of 4.48
- We are also very proud that the average result of our students are quite excellent.
- A number of enterprises has been started
- A career boost has been mentioned by several students
- ... To be continued in the term of longterm results



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Master of Innovation Management II

- The experiences of MIM I has been collected, the program is further developed and its potentials focused on an increased linkage with regional and local development processes.
- MIM II starts February 1-2, 2007 with around 40 new students, and we look forward to this new knowledge and development adventure

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Important points:

Startup financing

**Innovative and entrepreneurial
ambitions in all aspects**

**Investment calculation – where is the
main benefit**

Social as well as educational priorities

