

# Professor Dr. jur. Bert Eichhorn

SRH Hochschule Berlin



- **Research:**
  - Director of Contractual Management Institute Berlin (CMI Berlin)
  - Area of interests: Contractual Management, Legal Education for Management and Transcultural Risk Management
  - Webpage: <http://www.srh-hochschule-berlin.de/en/research/research-departments/contractual-management-institute-cmi/>
- **Contact details:**
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- **Teaching in Master in Economics:**
  - Innovation Management (3<sup>rd</sup> Trimester)



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# Innovation Management (3<sup>rd</sup> Term)

- The lecture is for students who would like to experience an innovative management tool which combines transaction, risk, contract and knowledge management in SMEs and large enterprises. Nowadays outsourcing is an important topic in companies. The management tool allows a better control of the contracting partner, so that cooperation between companies, e.g. research and development networks can be better management. The management tool is based on the new CKM (Contract Knowledge Management) Model Berlin which was developed by the Contractual Management Institute Berlin (CMI) of the SRH Hochschule Berlin.
- At the end of the seminar, student will be able to:
  - To understand the new perspective towards a contract which is in modern business not any more a document but becomes a steering instrument for the Top Management.
  - To use the new management tool for reducing risks in business activities
  - To define a new type of cooperation between project and contract manager and
  - To understand how risk profiling improves the corporate management
- Prerequisites: no
- Assessment: -

