

| Business C: Digitalization & Entrepreneurship | | | | | |
|--|---|---|--|----------------------|---------------------|
| Module: Technologiemanagement VI (Technology Management) | | | | | |
| Neues Modul ab Sommersemester 2021 | | | | | |
| M.Sc. Program: „Wirtschaftswissenschaften“ | | | | | |
| Frequency | Duration | When taught | Credit points | Time | |
| summer term | 1 Semester | 2./3. semester | 7,5 | 225 h | |
| 1 | Structure of the module | | | | |
| | No. | Courses | Type | Credit Points | Credit hours |
| | 1 | Organization & Management for Competitive Advantage | L+E | 7,5 | 4 |
| 2 | Language of instruction English | | | | |
| 3 | Content of the module Why are some organizations more successful than others? In our research-oriented master level course “Organization & Management for Competitive Advantage”, we will explore the diverse set of responses that researchers offer to this core question of strategic management. The course content covers six main areas: 1) Foundations: Tracing the origins of the strategy concept, 2) Strategy & Economics: Exploring the influence of economics on the notion of strategy, 3) Strategy Making: Understanding different perspectives on the strategy making process, 4) Competitive Strategy: Learning about strategy in competitive settings, 5) Cooperative Strategy: Examining strategy in cooperative settings, and 6) Digital Strategy: Delving into digital platform strategies. The sequence of these six areas reflects the evolution of the strategic management field. | | | | |
| 4 | Competences After participating in this course, students should be in a position to 1) Understand the nature and evolution of the strategy concept in management research and practice, 2) Read and process scholarly literature, 3) Craft and debate conceptual arguments, and 4) Translate research insights into practical implications. These competences prepare students not only for future research-related work (e.g., Master theses, Ph.D.), but also for career opportunities in consulting, strategy departments, business development, and general management. | | | | |
| 5 | Examinations Module examination, consisting of a written and graded exam (60 minutes, counts for 70% of the grading) and oral team presentation (counts for 30% of the grading). | | | | |
| 6 | Type of Examination <input checked="" type="checkbox"/> Covering the entire module <input type="checkbox"/> Relating to individual courses <input type="checkbox"/> | | | | |
| 7 | Requirements -none- Favorably previous participation in courses of the chair of technology and management (e.g., Strategic Technology and Innovation Management). | | | | |
| 8 | Status of the Module Elective Module in the M.Sc. programmes Wirtschaftswissenschaften, WiWi für ein Lehramt am Berufskolleg (Modellversuch), Wirtschaftsmathematik, Wirtschaftsingenieurwesen, Logistik, Mathematik and Statistik. | | | | |
| 9 | Module Coordinator Dr. Bastian Kindermann | | Responsible department Wirtschaftswissenschaften | | |