

Module Handbook

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Course WIW-SIC-SUT-K-7

Strategy and Digitalization (2V+1U, 4.5 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
-	K		4.5 CP	
2	V	Lecture		30 h 60 h
1	U	Lecture hall exercise class		15 h 30 h
(2V+1U)			4.5 CP	45 h 90 h

Basedata

SWS	2V+1U
CP, Effort	4.5 CP = 135 h
Position of the semester	1 Sem. in WiSe
Level	[7] Master (Advanced)
Language	[DE] German
Lecturers	Müller-Seitz, Gordon, Prof. Dr. (PROF DEPT: WIW) Ritter, Florian, M. Sc. (WMA DEPT: WIW)
Area of study	[WIW-SIC] Strategy, Innovation, and Cooperation
Lifecycle-State	[NORM] Active

Contents

- Open X
- Organization and organizing
- Knowledge and learning

- Path concepts
- Innovation management
- Disadvantages of digital transformation
- Agile management / methods
- Application of qualitative research methods
- Strategy implementation, recent trends of business practice, contemporary managerial approaches, empirical challenges

Literature

- Corsten, H., Gössinger, R., Müller-Seitz, G., Schneider, H. (2016) Grundlagen des Technologie- und Innovationsmanagements. 2. Aufl. München.
- Danner-Schröder, A., Müller-Seitz, G. 2017. Qualitative Methoden in der Organisations- und Managementforschung: Ein anwendungsorientierter Leitfaden für Datensammlung und -analyse, München: Vahlen.

Materials

- Presentation slides
- Video sessions
- Journal articles
- Exercise materials

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-SIC-SUT-K-7]

Module	Name	Context	
[SO-00-2220-M-5]	Strategie	P: Obligatory	2V+1U, 4.5 LP
[WIW-SIC-STR-M-7]	Strategy	P: Obligatory	2V+1U, 4.5 LP