



## **Modulhandbuch**

Master of Science (M.Sc.)

# **Global Technology and Innovation Management & Entrepreneurship**

Joint Master

Kohorte: Wintersemester 2020

Stand: 20. April 2023



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# Inhaltsverzeichnis

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Inhaltsverzeichnis	2
Studiengangsbeschreibung	3
Fachmodule der Kernqualifikation	4
Modul M0524: Nichttechnische Angebote im Master	4
Modul M1601: Foundations of Corporate Management (GTIME)	6
Modul M1600: Mindfulness and Communication	7
Modul M1035: Corporate Entrepreneurship & Growth	9
Modul M1599: Technology Management (GTIME)	12
Modul M1602: Product Planning (GTIME)	14
Modul M1590: Project Seminar Innovation Marketing (GTIME)	16
Modul M0855: Marketing (Sales and Services / Innovation Marketing)	18
Modul M1358: Global Innovation Management	20
Modul M1034: Technology Entrepreneurship	22
Modul M1381: Agile Design Methods	25
Modul M1360: Innovation Management	27
Fachmodule der Vertiefung Global Design Management (UoS)	29
Modul M1386: Global Design (UoS)	29
Modul M1385: Design Management (UoS)	31
Modul M1387: Postgraduate Group Project (UoS)	32
Fachmodule der Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU)	33
Modul M1369: Business Modelling and System Dynamics (MU)	33
Modul M1370: Management in Practice (MU)	34
Modul M1371: Technology and Business (MU)	35
Modul M1372: Technology, Creativity and Innovation (MU)	36
Modul M1373: Business Research Methods (MU)	37
Modul M1374: Seminar Series on Innovation Management (MU)	38
Modul M1375: Foreign Language Hindi (MU)	39
Fachmodule der Vertiefung Technology and Innovation Management in Japan (APU)	40
Modul M1355: Information Technology Management (APU)	40
Modul M1356: Technology Management (APU)	42
Modul M1357: Japanese Corporations and Asia Pacific (APU)	44
Modul M1362: Major Seminar (APU)	46
Modul M1366: Management in Asia and Japan (APU)	47
Modul M1359: National Innovation Systems (APU)	48
Modul M1361: Quality and Operations Management (APU)	49
Modul M1363: Project Management (APU)	50
Modul M1368: Management of Japanese Family Businesses (APU)	51
Modul M1367: Supply Chain Management (APU)	52
Modul M1364: Japanese I (APU)	53
Fachmodule der Vertiefung Technology Venturing (KTU)	54
Modul M1376: Business Models Innovation (KTU)	54
Modul M1377: Technology Venturing (KTU)	56
Modul M1378: Business Valuation and Investor Relations Management (KTU)	57
Modul M1379: Creative Decision Making (KTU)	58
Modul M1380: International Management (KTU)	59
Modul M1382: Intellectual Property Management (KTU)	60
Modul M1383: Management of Organizational Networks (KTU)	61
Thesis	62
Modul M-003: Masterarbeit	62

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## Studiengangsbeschreibung

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### Inhalt

Der englischsprachige Joint-Masterstudiengang **Global Technology and Innovation Management & Entrepreneurship (G-TIME)** ist ein zweijähriges Studium, das von einem internationalen Konsortium renommierter Hochschulen angeboten wird. Dem Konsortium gehören folgende Partner an: **Aalborg University** (Dänemark), **Kaunas University of Technology** (Litauen), **Manipal University** (Indien), **Ritsumeikan Asia Pacific University** (Japan), **Technische Universität Hamburg-Harburg** (Deutschland) und **University of Strathclyde** (Schottland). G-TIME-Studierende wechseln nach dem ersten gemeinsamen Studienjahr in Hamburg für das zweite Programmjahr eine der internationalen Partnerhochschulen.

Der MSc. Global Technology and Innovation Management & Entrepreneurship vermittelt Studierenden neuste Forschungs- und Lehrinhalte auf den Gebieten des Technologie- und Innovationsmanagements inklusive Themen der Unternehmensgründung, mittels derer Unternehmen egal welcher Größenordnung erfolgreich in einer globalisierten Weltwirtschaft bestehen können.

### Berufliche Perspektiven

G-TIME-Absolventen, unterstützt durch ein während des Studiums geknüpftes Netzwerk von Praxisvertretern sowie G-TIME-Alumni, bieten sich Berufseinstiegsmöglichkeiten in:

- Unternehmen jeder Größenordnung, welche das Ziel der Entwicklung innovativer Produkte und Dienstleistungen verfolgen
- Unternehmensberatungen unterschiedlichster Spezialisierung (u.a. Technologiebewertung oder Innovations- oder Change-Management)
- Staatlichen Institutionen, die sich mit Fragestellungen u.a. der Innovationspolitik, Cluster-Management oder Innovationsstrategieentwicklung beschäftigen
- Forschungseinrichtungen wie z.B. Technischen Universitäten

### Lernziele

Der MSc. Global Technology and Innovation Management & Entrepreneurship vermittelt Studierenden neuste Forschungs- und Lehrinhalte auf den Gebieten des Technologie- und Innovationsmanagements sowie der Unternehmensgründung, mittels derer Unternehmen egal welcher Größenordnung erfolgreich in einer globalisierten Weltwirtschaft bestehen können. G-TIME adressiert u.a. folgende Themen:

- Eine erweiterte Perspektive des Innovationsmanagement, die wichtige Felder wie z.B. Technologiemanagement, Unternehmensgründung, neuste Aspekte des F&E-Management, globales Designmanagement, Produkt- und Serviceplanung disziplinen- und themenübergreifend einbezieht.
- Die Einbindung neuester Ergebnisse aus den interdependenten Forschungsfeldern "Global Technology and Innovation Management & Entrepreneurship" der G-TIME-Partnerhochschulen.
- Fähigkeiten, die sowohl für große multinational tätige Konzerne wie auch für kleine und mittelständische Unternehmen inklusive Start-ups anwendbar und vorteilbringend sind.
- Eine praxisnahe Perspektive des Technologie- und Innovationsmanagements, die durch Industrieprojekte und "Problem Based Learning Elemente" vertieft wird.

### Studiengangsstruktur

Das Programm wird über 24 Monate als Vollzeitstudium durchgeführt. Es ist in 4 Semester untergliedert. Die ersten beiden Semester verbringen die Studierenden allesamt an der Technischen Universität Hamburg-Harburg (TUHH), bevor sie - entsprechend ihrer Interessen, das zweite Jahr an einer der internationalen Partnerhochschulen verbringen.

In den ersten beiden Semestern an der TUHH werden die Grundlagen des Technologie- und Innovationsmanagements in einem sich zunehmend globalisierenden Wettbewerbsumfeld vermittelt. Dies erfolgt in enger Kooperation mit der Praxis. Gleiches gilt auch für den Bereich Existenzgründung, der durch Pflicht- sowie Wahlmodule angeboten wird.

Die Studieninhalte des dritten Semesters hängen von der Wahl der Partnerhochschule des zweiten Studienjahres ab. Entsprechend ihrer besonderen Fachausrichtungen bieten die internationalen Partnerinstitutionen Kurse an, welche die Inhalte des ersten Jahres komplementieren.

Im vierten Semester schreiben alle Studierenden ihre Masterarbeit.

## Fachmodule der Kernqualifikation

Der englischsprachige Joint-Masterstudiengang **Global Technology and Innovation Management & Entrepreneurship (G-TIME)** ist ein zweijähriges Studium, das von einem internationalen Konsortium renommierter Hochschulen angeboten wird. Dem Konsortium gehören folgende Partner an: **Aalborg University** (Dänemark), **Kaunas University of Technology** (Litauen), **Manipal University** (Indien), **Ritsumeikan Asia Pacific University** (Japan), **Technische Universität Hamburg-Harburg** (Deutschland) und **University of Strathclyde** (Schottland). G-TIME-Studierende wechseln nach dem ersten gemeinsamen Studienjahr in Hamburg für das zweite Programmjahr eine der internationalen Partnerhochschulen.

Der MSc. Global Technology and Innovation Management & Entrepreneurship vermittelt Studierenden neuste Forschungs- und Lehrinhalte auf den Gebieten des Technologie- und Innovationsmanagements inklusive Themen der Unternehmensgründung, mittels derer Unternehmen egal welcher Größenordnung erfolgreich in einer globalisierten Weltwirtschaft bestehen können.

Modul M0524: Nichttechnische Angebote im Master	
<b>Modulverantwortlicher</b>	Dagmar Richter
<b>Zulassungsvoraussetzungen</b>	Keine
<b>Empfohlene Vorkenntnisse</b>	Keine
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht
<b>Fachkompetenz</b> <i>Wissen</i>	<p><b>Die Nichttechnischen Angebote (NTA)</b></p> <p>vermittelt die in Hinblick auf das Ausbildungsprofil der TUHH nötigen Kompetenzen, die ingenieurwissenschaftliche Fachlehre fördern aber nicht abschließend behandeln kann: Eigenverantwortlichkeit, Selbstführung, Zusammenarbeit und fachliche wie personale Leitungsbefähigung der zukünftigen Ingenieurinnen und Ingenieure. Er setzt diese Ausbildungsziele in seiner <b>Lehrarchitektur</b>, den <b>Lehr-Lern-Arrangements</b>, den <b>Lehrbereichen</b> und durch Lehrangebote um, in denen sich Studierende wahlweise für <b>spezifische Kompetenzen</b> und ein <b>Kompetenzniveau</b> auf Bachelor- oder Masterebene qualifizieren können. Die Lehrangebote sind jeweils in einem Modulkatalog Nichttechnische Ergänzungskurse zusammengefasst.</p> <p><b>Die Lehrarchitektur</b></p> <p>besteht aus einem studiengangübergreifenden Pflichtstudienangebot. Durch dieses zentral konzipierte Lehrangebot wird die Profilierung der TUHH Ausbildung auch im nichttechnischen Bereich gewährleistet.</p> <p>Die Lernarchitektur erfordert und übt eigenverantwortliche Bildungsplanung in Hinblick auf den individuellen Kompetenzaufbau ein und stellt dazu Orientierungswissen zu thematischen Schwerpunkten von Veranstaltungen bereit.</p> <p>Das über den gesamten Studienverlauf begleitend studierbare Angebot kann ggf. in ein-zwei Semestern studiert werden. Angesichts der bekannten, individuellen Anpassungsprobleme beim Übergang von Schule zu Hochschule in den ersten Semestern und um individuell geplante Auslandsemester zu fördern, wird jedoch von einer Studienfixierung in konkreten Fachsemestern abgesehen.</p> <p><b>Die Lehr-Lern-Arrangements</b></p> <p>sehen für Studierende - nach B.Sc. und M.Sc. getrennt - ein semester- und fachübergreifendes voneinander Lernen vor. Der Umgang mit Interdisziplinarität und einer Vielfalt von Lernständen in Veranstaltungen wird eingeübt - und in spezifischen Veranstaltungen gezielt gefördert.</p> <p><b>Die Lehrbereiche</b></p> <p>basieren auf Forschungsergebnissen aus den wissenschaftlichen Disziplinen Kulturwissenschaften, Gesellschaftswissenschaften, Kunst, Geschichtswissenschaften, Kommunikationswissenschaften, Migrationswissenschaften, Nachhaltigkeitsforschung und aus der Fachdidaktik der Ingenieurwissenschaften. Über alle Studiengänge hinweg besteht im Bachelorbereich zusätzlich ab Wintersemester 2014/15 das Angebot, gezielt Betriebswirtschaftliches und Gründungswissen aufzubauen. Das Lehrangebot wird durch soft skill und Fremdsprachkurse ergänzt. Hier werden insbesondere kommunikative Kompetenzen z.B. für Outgoing Engineers gezielt gefördert.</p> <p><b>Das Kompetenzniveau</b></p> <p>der Veranstaltungen in den Modulen der nichttechnischen Ergänzungskurse unterscheidet sich in Hinblick auf das zugrunde gelegte Ausbildungsziel: Diese Unterschiede spiegeln sich in den verwendeten Praxisbeispielen, in den - auf unterschiedliche berufliche Anwendungskontexte verweisende - Inhalten und im für M.Sc. stärker wissenschaftlich-theoretischen Abstraktionsniveau. Die Soft skills für Bachelor- und für Masterabsolventinnen/ Absolventen unterscheidet sich an Hand der im Berufsleben unterschiedlichen Positionen im Team und bei der Anleitung von Gruppen.</p> <p><b>Fachkompetenz (Wissen)</b></p> <p>Die Studierenden können</p> <ul style="list-style-type: none"> <li>• ausgewähltes Spezialgebiete des jeweiligen nichttechnischen Bereiches erläutern,</li> <li>• in den im Lehrbereich vertretenen Disziplinen grundlegende Theorien, Kategorien, Begrifflichkeiten, Modelle, Konzepte oder künstlerischen Techniken skizzieren,</li> <li>• diese fremden Fachdisziplinen systematisch auf die eigene Disziplin beziehen, d.h. sowohl abgrenzen als auch Anschlüsse benennen,</li> <li>• in Grundzügen skizzieren, inwiefern wissenschaftliche Disziplinen, Paradigmen, Modelle, Instrumente, Verfahrensweisen und Repräsentationsformen der Fachwissenschaften einer individuellen und soziokulturellen Interpretation und Historizität unterliegen,</li> <li>• können Gegenstandsangemessen in einer Fremdsprache kommunizieren (sofern dies der gewählte Schwerpunkt im NTW-</li> </ul>

	Bereich ist).
<i>Fertigkeiten</i>	Die Studierenden können in ausgewählten Teilbereichen <ul style="list-style-type: none"> <li>• grundlegende und teils auch spezielle Methoden der genannten Wissenschaftsdisziplinen anwenden.</li> <li>• technische Phänomene, Modelle, Theorien usw. aus der Perspektive einer anderen, oben erwähnten Fachdisziplin befragen.</li> <li>• einfache und teils auch fortgeschrittene Problemstellungen aus den behandelten Wissenschaftsdisziplinen erfolgreich bearbeiten,</li> <li>• bei praktischen Fragestellungen in Kontexten, die den technischen Sach- und Fachbezug übersteigen, ihre Entscheidungen zu Organisations- und Anwendungsformen der Technik begründen.</li> </ul>
<b>Personale Kompetenzen</b>	
<i>Sozialkompetenz</i>	Die Studierenden sind fähig , <ul style="list-style-type: none"> <li>• in unterschiedlichem Ausmaß kooperativ zu lernen</li> <li>• eigene Aufgabenstellungen in den o.g. Bereichen in adressatengerechter Weise in einer Partner- oder Gruppensituation zu präsentieren und zu analysieren,</li> <li>• nichttechnische Fragestellungen einer Zuhörerschaft mit technischem Hintergrund verständlich darzustellen</li> <li>• sich landessprachlich kompetent, kulturell angemessen und geschlechtersensibel auszudrücken (sofern dies der gewählte Schwerpunkt im NTW-Bereich ist)</li> </ul>
<i>Selbstständigkeit</i>	Die Studierenden sind in ausgewählten Bereichen in der Lage, <ul style="list-style-type: none"> <li>• die eigene Profession und Professionalität im Kontext der lebensweltlichen Anwendungsgebiete zu reflektieren,</li> <li>• sich selbst und die eigenen Lernprozesse zu organisieren,</li> <li>• Fragestellungen vor einem breiten Bildungshorizont zu reflektieren und verantwortlich zu entscheiden,</li> <li>• sich in Bezug auf ein nichttechnisches Sachthema mündlich oder schriftlich kompetent auszudrücken.</li> <li>• sich als unternehmerisches Subjekt zu organisieren, (sofern dies ein gewählter Schwerpunkt im NTW-Bereich ist).</li> </ul>
<b>Arbeitsaufwand in Stunden</b>	Abhängig von der Wahl der Lehrveranstaltungen
<b>Leistungspunkte</b>	6

**Lehrveranstaltungen**

**Die Informationen zu den Lehrveranstaltungen entnehmen Sie dem separat veröffentlichten Modulhandbuch des Moduls.**

Modul M1601: Foundations of Corporate Management (GTIME)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b> <b>LP</b>
Grundlagen der Unternehmensführung (L2417)		Projektseminar	2              3
Grundlagen des Internationalen Managements (L2419)		Projektseminar	2              3
<b>Modulverantwortlicher</b>	Dr. Stephan Buse		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>			
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i> <i>Fertigkeiten</i>			
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i> <i>Selbstständigkeit</i>			
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 124, Präsenzstudium 56		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Schriftliche Ausarbeitung		
<b>Prüfungsdauer und -umfang</b>	90 Minuten		
<b>Zuordnung zu folgenden Curricula</b>	Global Innovation Management: Kernqualifikation: Wahlpflicht Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht		

Lehrveranstaltung L2417: Foundations of Business Management	
<b>Typ</b>	Projektseminar
<b>SWS</b>	2
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 62, Präsenzstudium 28
<b>Dozenten</b>	Dr. Stephan Buse
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<p>In addition to the classical lecture approach, case study analyses and the implementation of a business simulation are used.</p> <p>This course teaches the relevant elements of strategic business management. It covers various areas of business administration (e.g. strategic management and aspects of marketing). Upon completion of the course, students should understand different perspectives on the topics and know in which situations which tools can be used and what the limitations of these models/concepts are. Students will be able to integrate future strategy and business model concepts into the taxonomy of approaches.</p> <p>The course thus provides an introduction to the most important principles and concepts necessary to understand how companies operate in today's business world. This includes the analysis of an extremely dynamic, increasingly globalizing competitive environment as well as the analysis of the required internal (core) competencies. It also aims to develop analytical skills that facilitate problem-solving and strategic decision-making activities in companies.</p> <p>In addition to the classical lecture approach, case study analyses and the execution of a business simulation are used.</p>
<b>Literatur</b>	<p>Johnson et al.: Strategisches Management - Eine Einführung: Analyse, Entscheidung und Umsetzung, Pearson Studium, 12. Auflage</p> <p>Michael E. Porter: Wettbewerbsstrategie: Methoden zur Analyse von Branchen und Konkurrenten, Campus Verlag, 12. Auflage</p> <p>Prahalad, C.K./ Hamel, G.: The Core Competence of the Corporation, in: Business Review, 68/3 1990</p> <p>Kim, W.C./ Mauborgne, R.: Blue Ocean Strategy, in: Harvard Business Review, October 2004</p>

Lehrveranstaltung L2419: Foundations of International Management	
<b>Typ</b>	Projektseminar
<b>SWS</b>	2
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 62, Präsenzstudium 28
<b>Dozenten</b>	Dr. Stephan Buse
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	<p>This course covers the basics of international management. Among other things, students learn about various forms of market selection and market entry strategies as well as methods for determining the optimal time to enter foreign markets.</p> <p>In addition to the classical lecture approach, case study analyses and the execution of a business simulation are used.</p>
<b>Literatur</b>	

Modul M1600: Mindfulness and Communication			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Achtsamkeit und Führung (L2421)	Projektseminar	2	2
Interkulturelle Kompetenzen (L2420)	Vorlesung	2	2
Kommunikationsfähigkeiten (L2422)	Projektseminar	2	2
<b>Modulverantwortlicher</b>	Dr. Stephan Buse		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>			
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i> <i>Fertigkeiten</i>			
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i> <i>Selbstständigkeit</i>			
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 96, Präsenzstudium 84		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Schriftliche Ausarbeitung		
<b>Prüfungsdauer und -umfang</b>	90 Minuten		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht		

Lehrveranstaltung L2421: Mindfulness and Leadership	
<b>Typ</b>	Projektseminar
<b>SWS</b>	2
<b>LP</b>	2
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 32, Präsenzstudium 28
<b>Dozenten</b>	Prof. Cornelius Herstatt, Dr. Sandra-Luisa Moschner
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	Mindfulness defines a situation, in which a person is mentally present without being distracted from thoughts or emotions. These are neither analyzed nor judged. Mindfulness is an important element of the Buddhist tradition and is taught through mindfulness-based stress reduction (MBSR)-trainings, Yoga, and meditation approaches in western culture. Until today, effects of mindfulness are tested and studied in medical and psychological clinical contexts. However, nowadays it is also part of the new work trend and enters the business context. During the seminar different mindfulness practices are presented, practiced and their effects on creativity, innovation, and entrepreneurship are discussed.
<b>Literatur</b>	Csikszentmihalyi, M. (1990). Flow. The Psychology of Optimal Experience. HarperCollins.  Williams, M., Penman, D. (2011). Meditation im Alltag. Gelassenheit finden in einer hektischen Welt. Arkana.  Murnieks, C. Y. et al. (In Press). Close your eyes or open your mind: Effects of sleep and mindfulness exercises on entrepreneurs' exhaustion. Journal of Business Venturing.  Byrne, E. K., Thatchenkery, T. (2018). How to Use Mindfulness to Increase Your Team's Creativity. Harvard Business Review.  Memmert, D. (2007). Can Creativity Be Improved by an Attention-Broadening Training Program? An Exploratory Study Focusing on Team Sports. Creativity Research Journal 19 (2-3), S. 281-291.  Den Heijer, P. et al. (2017). Don't Forget to Breathe: A Controlled Trial of Mindfulness Practices in Agile Project Teams. Working Paper.



Lehrveranstaltung L2420: Intercultural Competencies	
<b>Typ</b>	Vorlesung
<b>SWS</b>	2
<b>LP</b>	2
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 32, Präsenzstudium 28
<b>Dozenten</b>	Dr. Stephan Buse, Prof. Dr. habil. Rajnish Tiwari
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<p>Globalization of business processes and the revolution in information and communication technologies (ICT) have resulted in distributed workflows across geographic boundaries. These developments as well as increased immigration emanating, for example, as a consequence of a shortage of skilled labour in many industrialized nations, have led to the creation of (virtual) multi-cultural, multi-ethnic teams with diverse cultural backgrounds. Such diversity generally has a positive impact on creativity and innovativeness, as many empirical studies confirm. Nevertheless, varying cultural practices, communication styles, and contextual sensibilities have the potential to disturb or even disrupt collaborative work processes, if left unmanaged.</p> <p>This course focuses on inter-cultural management from both, theoretical as well as practical, points of view to provide a solid fundament to students enabling them to operate successfully in cross-cultural settings. Case studies and guest lecture(s) will be used to provide added practical relevance to the course. In addition, where practicable, student assignments will be used to foster autonomous learning.</p> <p>Some of the main topics covered in this course include:</p> <ul style="list-style-type: none"> <li>• Understanding "culture" and its impact on human interaction</li> <li>• Verbal and non-verbal communication</li> <li>• High and low context communication</li> <li>• Role of formality and non-formality in communication</li> <li>• Varying interpretations of symbols, rituals &amp; gestures</li> <li>• Managing diversity in domestic settings</li> </ul>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>• Bartlett, C.A. / Ghoshal, S. (2002): Managing Across Borders: The Transnational Solution, 2<sup>nd</sup> edition, Boston</li> <li>• Deresky, H. (2006): International Management: Managing Across Borders and Cultures, 3<sup>rd</sup> edition, Upper Saddle River</li> <li>• French, R. (2010): Cross-cultural Management in Work Organisations, 2<sup>nd</sup> edition, London</li> <li>• Hofstede, G. (2003): Culture's Consequences : Comparing Values, Behaviors, Institutions and Organizations across Nations, 2<sup>nd</sup> edition, Thousand Oaks</li> <li>• Hofstede, G. / Hofstede, G.J. (2006): Cultures and Organizations: Software of the mind, 2<sup>nd</sup> edition, New York</li> </ul>

Lehrveranstaltung L2422: Communication Skills	
<b>Typ</b>	Projektseminar
<b>SWS</b>	2
<b>LP</b>	2
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 32, Präsenzstudium 28
<b>Dozenten</b>	Prof. Cornelius Herstatt, Malte David Krohn
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<p>The purpose of this course is to equip students with important communication skills to successfully navigate the dynamic world of professionals dealing with innovation. Students will explore the field of communication by getting in touch with different communication models, like the Schramm model of communication. Successfully communicating complex ideas in a simple, yet engaging way is key to bring about change in organizations. Here, proficiency with tools like PowerPoint is crucial to create compelling visual support. Also, future change makers need to bring together perspectives in multidisciplinary and increasingly intercultural teams. Being able to give and receive feedback in a constructive way is equally important. Communication will be discussed in these different facets in an interactive format and a focus on practical application.</p>
<b>Literatur</b>	<p>Kratzer, J., Leenders, O. T. A., &amp; Engelen, J. M. V. (2004). Stimulating the potential: Creative performance and communication in innovation teams. Creativity and Innovation Management, 13(1), 63-71.</p> <p>Hoegl, M., &amp; Gemuenden, H. G. (2001). Teamwork quality and the success of innovative projects: A theoretical concept and empirical evidence. Organization science, 12(4), 435-449.</p> <p>Schram, W. E. (1954). The process and effects of mass communication.</p> <p>Thach, E. C. (2002). The impact of executive coaching and 360 feedback on leadership effectiveness. Leadership &amp; Organization Development Journal, 23(4), 205-214.</p> <p>Löwgren, J., &amp; Stolterman, E. (2004). Thoughtful interaction design: A design perspective on information technology. MIT Press.</p>

Modul M1035: Corporate Entrepreneurship & Growth			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b> <b>LP</b>
Corporate Entrepreneurship in the Digital Age (L1281)		Seminar	3              4
Entrepreneurial Finance (L1282)		Seminar	2              2
<b>Modulverantwortlicher</b>	Prof. Christoph Ihl		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Basic knowledge in business economics and finance obtained in the compulsory modules and participation in the module "Technology Entrepreneurship" is highly recommended.		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i> Wissen (subject-related knowledge and understanding):</p> <ul style="list-style-type: none"> <li>• understand similarities and differences between corporate and start-up entrepreneurship</li> <li>• recognize the distinct nature and specific elements of corporate entrepreneurship in the context of established and international organizations</li> <li>• understand the different forms of corporate entrepreneurship</li> <li>• understand their own managerial styles, attitudes and preferences for corporate versus start-up entrepreneurship</li> <li>• understand the pros and cons of different valuation methods</li> <li>• understand the interests of venture capital funds</li> <li>• understand the pros and cons of different growth and exit options</li> </ul> <p><i>Fertigkeiten</i> Fertigkeiten (subject-related skills):</p> <ul style="list-style-type: none"> <li>• be able to apply an entrepreneurial approach to operations of a department or functional area within established organizations</li> <li>• assess the environment within established companies in terms of support or constraints for entrepreneurship</li> <li>• identify creative ways to overcome obstacles to entrepreneurship in established companies</li> <li>• be able to formulate corporate objectives and strategies that support entrepreneurial behavior</li> <li>• evaluate entrepreneurial opportunities in contexts of established corporations</li> <li>• develop concepts for new businesses out of established company contexts</li> <li>• value entrepreneurial opportunities in financial terms</li> <li>• apply different valuation methods</li> <li>• evaluate the attractiveness of financial contracts</li> <li>• design VC term sheets</li> <li>• design employee contracts in terms of financial compensation</li> <li>• design financial contracts and conduct financial negotiations</li> <li>• assess and justify possible growth and exit options</li> </ul>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i> Sozialkompetenz (Social Competence):</p> <ul style="list-style-type: none"> <li>• team work</li> <li>• communication and presentation</li> <li>• give and take critical comments</li> <li>• engaging in fruitful discussions</li> </ul> <p><i>Selbstständigkeit</i> Selbstständigkeit (Autonomy):</p> <ul style="list-style-type: none"> <li>• autonomous work and time management</li> <li>• project management</li> <li>• analytical skills</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 110, Präsenzstudium 70		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	<b>Verpflichtend</b>	<b>Bonus</b>	<b>Art der Studienleistung</b> <b>Beschreibung</b>
	Ja	20 %	Gruppendiskussion
<b>Prüfung</b>	Fachtheoretisch-fachpraktische Arbeit		
<b>Prüfungsdauer und -umfang</b>	Präsentationen und Fallstudienbearbeitung		
<b>Zuordnung zu folgenden Curricula</b>	Global Innovation Management: Kernqualifikation: Wahlpflicht Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Wahlpflicht Internationales Wirtschaftsingenieurwesen: Vertiefung I. Management: Wahlpflicht Mechanical Engineering and Management: Vertiefung Management: Wahlpflicht		

Lehrveranstaltung L1281: Corporate Entrepreneurship in the Digital Age	
<b>Typ</b>	Seminar
<b>SWS</b>	3

<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 78, Präsenzstudium 42
<b>Dozenten</b>	Dr. Hannes Lampe
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<p>This is a 4 ECTS course as part of the module "Corporate Entrepreneurship &amp; Growth". Emerging paradigms of digital technology, such as industrial internet of things, blockchain, artificial intelligence, digital fabrication and 3D printing, are fundamentally transforming the competitive landscape and the nature of many companies in a wide range of industries. Where digital technologies become critical to the development of new products, services and business models, incumbent corporations in traditional industries suddenly face entirely new competition from purely digital players. Building a corporate capability to master digital innovation becomes a key success factor to establish and maintain market leadership. This course places students into the role of corporate managers, who need to understand the strategic implications of new digital technology, identify organizational strengths and barriers to (re-) act, design new business models that may fundamentally clash with existing ones, and organize broader digital transformation initiatives. We will draw upon recent international scientific findings from the context of digital corporate venturing. Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>· Derive industry-specific implications of digital technologies for value creation and capture.</li> <li>· Identify organizational sources of corporate (non-) responsiveness to digital opportunities.</li> <li>· Contribute to the design and implementation of digitally enhanced business models.</li> <li>· Evaluate options of organizational transformation by corporate venturing as well as open platforms and ecosystems.</li> <li>· Contribute to organization and leadership of corporate-wide digital transformation initiatives.</li> </ul> <p>Course language is English. In this course, value is created interactively, that means it mainly consists of student presentations and group discussions, structured and moderated by the instructors. This in turn requires that everyone has prepared the relevant materials in advance of each session. Please devote significant time to do so! All the great ideas relevant to this course topic cannot be found in a single textbook. Therefore, we have curated an up-to-date and colourful mix of materials in two different kinds: (1) academic &amp; managerial papers, and (2) case studies. Please refer to the detailed course schedule for the assignment of paper presentations and case memos to specific participants. For your paper presentations you may also include additional references, whereas the case memos should only be based on the cases. Even if you are not assigned a specific paper or case, you should have prepared core materials to participate in the discussion. For the common team project, we cooperate with real companies from the Hamburg metropolitan region to contribute to their strategic intent of embracing new digital technology. Student assessment will be based on four aspects with the following grading scheme:</p> <ul style="list-style-type: none"> <li>· 20%: Participation in class discussions on papers and case studies.</li> <li>· 20%: One paper presentation of 20 minutes length plus 10 minutes discussion: 20%.</li> <li>· 20%: Two case memos (2 pages) that summarize in bullet points your answers to assigned questions for two case studies.</li> <li>· 40%: Final project on a real digital transformation project delivered as 30 minutes presentation plus 15 minutes discussion by teams of four students.</li> </ul>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>· Agrawal, Ajay, Joshua Gans and Avi Goldfarb. "The Simple Economics of Machine Intelligence". Harvard Business Review, November (2016).</li> <li>· Amit, Raphael, and Christoph Zott. "Creating Value Through Business Model Innovation" MIT Sloan Management Review 53.3 (2012): 41-49.</li> <li>· Birkinshaw, Julian, Alexander Zimmermann, and Sebastain Raisch. "How Do Firms Adapt to Discontinuous Change?" California Management Review, 58.4 (2016): 36-58.</li> <li>· Bower, Joseph L., and Clayton M. Christensen. "Disruptive technologies: Catching the wave." Harvard Business Review, 73.1 (1995): 43-53.</li> <li>· Campbell, A., Birkinshaw, J., Morrison, A., &amp; van Basten Batenburg, R. "The future of corporate venturing: companies undertake venturing for a variety of reasons." MIT Sloan Management Review 45.1 (2003): 30-38.</li> <li>· Casadesus-Masanell, Ramon, and Joan E. Ricart. "How to Design A Winning Business Model" Harvard Business Review January-February (2011): 1-9.</li> <li>· Chakravorti, Bhaskar. "A Note on Corporate Entrepreneurship: Challenge or Opportunity?" HBS Case: 9-810-145 (2010).</li> <li>· Charitou, Constantinos D., and Constantinos C. Markides. "Responses to disruptive strategic innovation." MIT Sloan Management Review, 44.2 (2002): 55-64.</li> <li>· Chesbrough, Henry W. "Making Sense of Corporate Venture Capital" Harvard Business Review, March (2002): 4-11.</li> <li>· Christensen, Clayton M. and Stephen P. Kaufman. "Assessing Your Organization's Capabilities: Resources, Processes, and Priorities" Module Note: HBS 9-607-014 (2008).</li> <li>· Christensen, Clayton M., and Michael Overdorf. "Meeting the Challenge of Disruptive Change" Harvard Business Review, March-April (2009): 1-10.</li> <li>· D'Aveni, Richard. "The 3-D Printing revolution." Harvard Business Review, May (2015): 40-48.</li> <li>· Gans, Joshua. "The other disruption." Harvard Business Review, March (2016): 80-84.</li> <li>· Iansiti, Marco, and Karim R. Lakhani. "Digital Ubiquity: How Connections, Sensors, and Data Are Revolutionizing Business." Harvard Business Review, November (2014): 1-11.</li> <li>· Johnson, Mark W., Clayton M. Christensen, and Henning Kagermann. "Reinventing Your Business Model" Harvard Business Review December (2008): 2-10.</li> <li>· Kavadias, Stelios, Kostas Ladas, and Christoph Loch. "The Transformative Business Model: How to tell if you have one." Harvard Business Review, October (2016): 91-98.</li> <li>· King, Andrew A., and Baljir Baatartogtokh. "How Useful Is the Theory of Disruptive Innovation?." MIT Sloan Management Review, 57.1 (2015): 77-90.</li> <li>· Ransbotham, Sam. "Blockchain Data Storage May (Soon) Change Your Business Model". Sloan Management Review, April (2016).</li> <li>· Shih, Willy. "Competency-Destroying Technology Transitions: Why the Transition to Digital Is Particularly Challenging" Note: HBS 9-613-024 (2013).</li> <li>· Tapscott, Don, and Alex Tapscott. "The Impact of the Blockchain Goes Beyond Financial Services". Harvard Business</li> </ul>

Review, May (2016).

- Vermeulen, Freek. "How Acquisitions Can Revitalize Companies." MIT Sloan Management Review, 46.4 (2005): 45-51.
- Wolcott, Robert C., and Michael J. Lippitz. "The four models of corporate entrepreneurship." MIT Sloan Management Review, 49.1 (2007): 75-82.
- Zilis, Shivon, and James Cham. "The Competitive Landscape for Machine Intelligence". Harvard Business Review, November (2016).

Lehrveranstaltung L1282: Entrepreneurial Finance	
<b>Typ</b>	Seminar
<b>SWS</b>	2
<b>LP</b>	2
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 32, Präsenzstudium 28
<b>Dozenten</b>	Dr. Hannes Lampe
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<p>This course examines the elements of entrepreneurial finance, focusing on technology-based start-up ventures and the early stages of company development. The course addresses key questions relevant to both startup and corporate entrepreneurs: How much money can and should be raised? When should it be raised and from whom? What is a reasonable valuation of the company? How should funding, employment contracts and exit decisions be structured? This course will focus on the finance principles related to the risk &amp; return of venture capital, the valuation of high growth companies, the capital structure specific to venture capital-backed companies, and investment decisions under uncertainty. Three main topics will be covered:</p> <p>(1) New business opportunity valuation: Most time will be devoted to the understanding and application of tools to value early stage business opportunities and high-growth companies versus mature companies. Standard tools for financial and liquidity planning as well as discounted cash flow valuation will be applied to startup situations. Furthermore, the venture capital method, analysis of comparables and the real options approach to valuation are introduced.</p> <p>(2) Financing and employment contracts: We will discuss the main sources of financing that entrepreneurs can choose from. Particular emphasis will be put on venture capital funds and their fund raising process. The design of financial contracts will be analyzed in terms of addressing information and incentive problems in uncertain environments. Employment contracts will be motivated as a compensation device to attract and retain key employees.</p> <p>(3) Growth and exit strategies: We will discuss entrepreneurs' option to grow or exit. Liquidity events are considered such as initial public offering, sale or merger as compared to independent growth as a private company. We also examine later stage options such as mezzanine financing and buy-outs and the specifics of international growth.</p> <p>Guest lecturers will present the latest trends in these areas. The ideal audience for the course will be students who are interested in technology entrepreneurship, either at startups or within larger organizations. It is also useful for those pursuing careers in corporate finance or valuation consulting.</p>
<b>Literatur</b>	<p>Metrick, Andrew, and Ayako Yasuda. Venture Capital and the Finance of Innovation. Wiley, 2010.</p> <p>Leach, J., and Ronald Melicher. Entrepreneurial finance. Cengage Learning, 2011.</p> <p>Selected cases will be made available during class.</p>

Modul M1599: Technology Management (GTIME)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b> <b>LP</b>
Technologiemanagement (GTIME) (L2423)		Projekt-/problembasierte Lehrveranstaltung	3              3
Technologiemanagement Seminar (GTIME) (L2424)		Projekt-/problembasierte Lehrveranstaltung	2              3
<b>Modulverantwortlicher</b>	Prof. Cornelius Herstatt		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Bachelor knowledge in business management		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>			
<i>Wissen</i>	Students will gain deep insights into:  International R&D-Management  Technology Timing Strategies <ul style="list-style-type: none"> <li>• Technology Strategies and Lifecycle Management (I/II)</li> <li>• Technology Intelligence and Planning</li> </ul> Technology Portfolio Management <ul style="list-style-type: none"> <li>• Technology Portfolio Methodology</li> <li>• Technology Acquisition and Exploitation</li> <li>• IP Management</li> </ul> Organizing Technology Development <ul style="list-style-type: none"> <li>• Technology Organization &amp; Management</li> <li>• Technology Funding &amp; Controlling</li> </ul>		
<i>Fertigkeiten</i>	The course aims to: <ul style="list-style-type: none"> <li>• Develop an understanding of the importance of Technology Management - on a national as well as international level</li> <li>• Equip students with an understanding of important elements of Technology Management (strategic, operational, organizational and process-related aspects)</li> <li>• Foster a strategic orientation to problem-solving within the innovation process as well as Technology Management and its importance for corporate strategy</li> <li>• Clarify activities of Technology Management (e.g. technology sourcing, maintenance and exploitation)</li> <li>• Strengthen essential communication skills and a basic understanding of managerial, organizational and financial issues concerning Technology-, Innovation- and R&amp;D-management. Further topics to be discussed include:                             <ul style="list-style-type: none"> <li>• Basic concepts, models and tools, relevant to the management of technology, R&amp;D and innovation</li> <li>• Innovation as a process (steps, activities and results)</li> </ul> </li> </ul>		
<b>Personale Kompetenzen</b>			
<i>Sozialkompetenz</i>	<ul style="list-style-type: none"> <li>• Interact within a team</li> <li>• Raise awareness for globabl issues</li> </ul>		
<i>Selbstständigkeit</i>	<ul style="list-style-type: none"> <li>• Gain access to knowledge sources</li> <li>• Discuss recent research debates in the context of Technology and Innovation Management</li> <li>• Develop presentation skills</li> <li>• Discussion of international cases in R&amp;D-Management</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 110, Präsenzstudium 70		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	90 min		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht		

<b>Lehrveranstaltung L2423: Technology Management (GTIME)</b>	
<b>Typ</b>	Projekt-/problembasierte Lehrveranstaltung
<b>SWS</b>	3
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 48, Präsenzstudium 42
<b>Dozenten</b>	Prof. Cornelius Herstatt, Prof. Tim Schweisfurth
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	The role of technology for the competitive advantage of the firm and industries; Basic concepts, models and tools for the management of technology; managerial decision making regarding the identification, selection and protection of technology (make or buy, keep or sell, current and future technologies). Theories, practical examples (cases), lectures, interactive sessions and group study.  This lecture is part of the Module Technology Management and can not be separately choosen.
<b>Literatur</b>	Leiblein, M./Ziedonis, A.: Technology Strategy and Inoovation Management, Elgar Research Collection, Northhampton (MA) 2011

<b>Lehrveranstaltung L2424: Technology Management Seminar (GTIME)</b>	
<b>Typ</b>	Projekt-/problembasierte Lehrveranstaltung
<b>SWS</b>	2
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 62, Präsenzstudium 28
<b>Dozenten</b>	Prof. Cornelius Herstatt, Prof. Tim Schweisfurth
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	Beside the written exam at the end of the module, students have to give one presentation (RE) on a research paper and two presentations as part of a group discussion (GD) in the seminar in order to pass. With these presentations it is possible to gain a bonus of max. 20% for the exam. However, the bonus is only valid if the exam is passed without the bonus.
<b>Literatur</b>	See lecture Technology Management.

Modul M1602: Product Planning (GTIME)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b> <b>LP</b>
Produktplanung (GTIME) (L2425)		Projekt-/problembasierte Lehrveranstaltung	3              3
Produktplanung Seminar (GTIME) (L2426)		Projekt-/problembasierte Lehrveranstaltung	2              3
<b>Modulverantwortlicher</b>	Prof. Cornelius Herstatt		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Good basic-knowledge of Business Administration		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>			
<i>Wissen</i>	Students will gain insights into:		
	Product Planning		
	<ul style="list-style-type: none"> <li>• Process</li> <li>• Methods</li> </ul>		
	Design thinking		
	<ul style="list-style-type: none"> <li>• Process</li> <li>• Methods</li> <li>• User integration</li> </ul>		
<i>Fertigkeiten</i>	Students will gain deep insights into:		
	Product Planning		
	<ul style="list-style-type: none"> <li>• Process-related aspects</li> <li>• Organisational-related aspects</li> <li>• Human-Ressource related aspects</li> <li>• Working-tools, methods and instruments</li> </ul>		
<b>Personale Kompetenzen</b>			
<i>Sozialkompetenz</i>	<ul style="list-style-type: none"> <li>• Interact within a team</li> <li>• Raise awareness for globabl issues</li> </ul>		
<i>Selbstständigkeit</i>	<ul style="list-style-type: none"> <li>• Gain access to knowledge sources</li> <li>• Interpret complex cases</li> <li>• Develop presentation skills</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 110, Präsenzstudium 70		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	90 min		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht		

<b>Lehrveranstaltung L2425: Product Planning (GTIME)</b>	
<b>Typ</b>	Projekt-/problembasierte Lehrveranstaltung
<b>SWS</b>	3
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 48, Präsenzstudium 42
<b>Dozenten</b>	Prof. Cornelius Herstatt, Prof. Moritz Göldner
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<p>Product Planning Process</p> <p>This integrated lecture is designed to understand major issues, activities and tools in the context of systematic product planning, a key activity for managing the front-end of innovation, i.e.:</p> <ul style="list-style-type: none"> <li>• Systematic scanning of markets for innovation opportunities</li> <li>• Understanding strengths/weakness and specific core competences of a firm as platforms for innovation</li> <li>• Exploring relevant sources for innovation (customers, suppliers, Lead Users, etc.)</li> <li>• Developing ideas for radical innovation, relying on the creativeness of employees, using techniques to stimulate creativity and creating a stimulating environment</li> <li>• Transferring ideas for innovation into feasible concepts which have a high market attractiveness</li> </ul> <p>Voluntary presentations in the third hour (articles / case studies)</p> <p>- Guest lectures by researchers</p>
<b>Literatur</b>	Ulrich, K./Eppinger, S.: Product Design and Development, 2nd. Edition, McGraw-Hill 2010

<b>Lehrveranstaltung L2426: Product Planning Seminar (GTIME)</b>	
<b>Typ</b>	Projekt-/problembasierte Lehrveranstaltung
<b>SWS</b>	2
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 62, Präsenzstudium 28
<b>Dozenten</b>	Prof. Cornelius Herstatt, Prof. Moritz Göldner
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	Seminar is integrative part of the Module Product Planning (GTIME). For content see lecture information. The seminar can not be chosen independantly.
<b>Literatur</b>	See lecture information "Product Planning".



Modul M1590: Project Seminar Innovation Marketing (GTIME)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	Seminar Innovationsmarketing (GTIME) (L2427)	<b>Typ</b>	Projektseminar
		<b>SWS</b>	4
		<b>LP</b>	6
<b>Modulverantwortlicher</b>	Prof. Christian Lüthje		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>			
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i> Students can...</p> <ul style="list-style-type: none"> <li>understand the process and the tools of market analysis for innovations (e.g. market potential, market growth, market segmentation)</li> <li>explain the concepts of target customers, market definition and market growth</li> <li>select the appropriate approach for leading a competitive analysis</li> <li>explain the key market-related issues (strengths and weaknesses) of technology-based business opportunities</li> </ul> <p><i>Fertigkeiten</i> Students are capable of...</p> <ul style="list-style-type: none"> <li>analyzing the market potential of inventions and innovative business ideas by using appropriate methods.</li> <li>investigating whether a market is still open for a given innovation and develop a first concept for the market entry strategy and the marketing mix.</li> <li>searching for relevant information (primary and secondary market data).</li> <li>analyzing, aggregating, and interpreting the gathered data and giving well founded recommendations based on the findings.</li> <li>writing a scientific report that includes the literature background as well as the development of their methods, their results, conclusions and recommendations.</li> </ul>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i> Students are able to...</p> <ul style="list-style-type: none"> <li>assess possible consequences of their own decisions.</li> <li>define required tasks to find a solution for a given problem.</li> <li>make elaborated decisions in an real-world innovation context.</li> <li>assess their own performance in a team.</li> </ul> <p><i>Selbstständigkeit</i> The work in teams over an entire semester and the interaction with professionals, experts and project partners outside the university will support the students in their competence to access the required information that is needed for making well-founded decisions with a high level of trust in the own capabilities.</p>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 124, Präsenzstudium 56		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Fachtheoretisch-fachpraktische Arbeit		
<b>Prüfungsdauer und -umfang</b>	ca. 40 Seiten schriftliche Ausarbeitung, Präsentation, mündliche Beteiligung		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht		

Lehrveranstaltung L2427: Seminar Innovation Marketing (GTIME)	
<b>Typ</b>	Projektseminar
<b>SWS</b>	4
<b>LP</b>	6
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 124, Präsenzstudium 56
<b>Dozenten</b>	Prof. Christian Lüthje, Prof. Jan-Paul Lüdtkke, Prof. Michael Fretschner
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<p><b>General description of course content and course goals</b></p> <p>The aim of the course is to give students an insight into the practice of technology exploitation and innovation marketing. The technologies and product concepts are provided by so called idea providers. These idea providers may be, among others, researchers at universities and project teams working in research institutions with a technical invention or (prospective) entrepreneurs with a business idea.</p> <p>Within the course the student teams will analyze the market potential of technology-based inventions or business ideas. They will define potential target customers in the market. Another important question to answer is, whether the market is still receptive for a given invention, or whether competitors have already exploited the full market potential. Finally, the student teams will also develop first ideas for the design of the marketing mix and write a report that is also handed to the idea providers.</p> <p><b>Summarizing the most important contents</b></p>

	<p>The students will find answers to the following fundamental questions:</p> <ul style="list-style-type: none"> <li>• What are the key features of the invention?</li> <li>• What is the unique selling point?</li> <li>• What is the most attractive application field?</li> <li>• Who are the target customers?</li> <li>• What are their needs and how can they be met?</li> <li>• What is the market potential of innovations?</li> <li>• What resources are necessary to exploit this market potential?</li> <li>• How can/should they enter the market?</li> </ul> <p><b>Professional Competence</b></p> <p><b>Knowledge</b></p> <p>Students can...</p> <ul style="list-style-type: none"> <li>• understand the process and the tools of market analysis for innovations (e.g. market potential, market growth, market segmentation)</li> <li>• explain the concepts of target customers, market definition and market growth</li> <li>• select the appropriate approach for leading a competitive analysis</li> <li>• explain the key market-related issues (strengths and weaknesses) of technology-based business opportunities</li> </ul> <p><b>Skills</b></p> <p>Students are capable of..</p> <ul style="list-style-type: none"> <li>• analyzing the market potential of inventions and innovative business ideas by using appropriate methods.</li> <li>• investigating whether a market is still open for a given innovation and develop a first concept for the market entry strategy and the marketing mix.</li> <li>• searching for relevant information (primary and secondary market data).</li> <li>• analyzing, aggregating, and interpreting the gathered data and giving well founded recommendations based on the findings.</li> <li>• writing a scientific report that includes the literature background as well as the development of their methods, their results, conclusions and recommendations.</li> </ul> <p><b>Personal Competence</b></p> <p><b>Social Competence</b></p> <p>Students can...</p> <ul style="list-style-type: none"> <li>• provide appropriate feedback and handle feedback on their own performance constructively.</li> <li>• enter into a dialogue with formerly unknown fellow students, participate in discussions, and present well-grounded arguments.</li> <li>• constructively interact with their team members and lead team sessions and group work processes.</li> <li>• develop joint solutions and come to decisions in mixed teams and present the results to others.</li> </ul> <p><b>Self-Reliance</b></p> <p>Students are able to...</p> <ul style="list-style-type: none"> <li>• assess possible consequences of their own decisions.</li> <li>• define required tasks to find a solution for a given problem.</li> <li>• make elaborated decisions in an real-world innovation context.</li> <li>• assess their own performance in a team.</li> </ul>
<p><b>Literatur</b></p>	<p>Gruber, Marc, Ian C. MacMillan, and James D. Thompson (2008), "Look Before You Leap: Market Opportunity Identification in Emerging Technology Firms," <i>Management Science</i>, 54 (September), 1652-1665.</p> <p>Danneels, Erwin (2007), "The Process of Technological Competence Leveraging," <i>Strategic Management Journal</i>, 28 (February), 511-533</p>

<b>Modul M0855: Marketing (Sales and Services / Innovation Marketing)</b>			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Innovationsmarketing (L2009)	Vorlesung	4	4
PBL Innovationsmarketing (L0862)	Projekt-/problembasierte Lehrveranstaltung	1	2
<b>Modulverantwortlicher</b>	Prof. Christian Lüthje		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	<ul style="list-style-type: none"> <li>Module International Business</li> <li>Basic understanding of business administration principles (strategic planning, decision theory, project management, international business)</li> <li>Bachelor-level Marketing Knowledge (Marketing Instruments, Market and Competitor Strategies, Basics of Buying Behavior)</li> <li>Understanding the differences between B2B and B2C marketing</li> <li>Understanding of the importance of managing innovation in global industrial markets</li> <li>Good English proficiency; presentation skills</li> </ul>		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i> Students will have gained a deep understanding of</p> <ul style="list-style-type: none"> <li>Specific characteristics in the marketing of innovative products and services</li> <li>Approaches for analyzing the current market situation and the future market development</li> <li>The gathering of information about future customer needs and requirements</li> <li>Concepts and approaches to integrate lead users and their needs into product and service development processes</li> <li>Approaches and tools for ensuring customer-orientation in the development of new products and innovative services</li> <li>Marketing mix elements that take into consideration the specific requirements and challenges of innovative products and services</li> <li>Pricing methods for new products and services</li> <li>The organization of complex sales forces and personal selling</li> <li>Communication concepts and instruments for new products and services</li> </ul> <p><i>Fertigkeiten</i> Based on the acquired knowledge students will be able to:</p> <ul style="list-style-type: none"> <li>Design and to evaluate decisions regarding marketing and innovation strategies</li> <li>Analyze markets by applying market and technology portfolios</li> <li>Conduct forecasts and develop compelling scenarios as a basis for strategic planning</li> <li>Translate customer needs into concepts, prototypes and marketable offers and successfully apply advanced methods for customer-oriented product and service development</li> <li>Use adequate methods to foster efficient diffusion of innovative products and services</li> <li>Choose suitable pricing strategies and communication activities for innovations</li> <li>Make strategic sales decisions for products and services (i.e. selection of sales channels)</li> <li>Apply methods of sales force management (i.e. customer value analysis)</li> </ul>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i> The students will be able to</p> <ul style="list-style-type: none"> <li>have fruitful discussions and exchange arguments</li> <li>develop original results in a group</li> <li>present results in a clear and concise way</li> <li>carry out respectful team work</li> </ul> <p><i>Selbstständigkeit</i> The students will be able to</p> <ul style="list-style-type: none"> <li>Acquire knowledge independently in the specific context and to map this knowledge on other new complex problem fields.</li> <li>Consider proposed business actions in the field of marketing and reflect on them.</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 110, Präsenzstudium 70		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Fachtheoretisch-fachpraktische Arbeit		
<b>Prüfungsdauer und -umfang</b>	Schriftliche Ausarbeitung, Übungsaufgaben, Präsentation, mündliche Beteiligung		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht Internationales Wirtschaftsingenieurwesen: Vertiefung I. Management: Wahlpflicht Mechanical Engineering and Management: Vertiefung Management: Wahlpflicht Mediziningenieurwesen: Vertiefung Künstliche Organe und Regenerative Medizin: Wahlpflicht Mediziningenieurwesen: Vertiefung Implantate und Endoprothesen: Wahlpflicht Mediziningenieurwesen: Vertiefung Medizin- und Regelungstechnik: Wahlpflicht Mediziningenieurwesen: Vertiefung Management und Administration: Pflicht		

Lehrveranstaltung L2009: Marketing of Innovations	
<b>Typ</b>	Vorlesung
<b>SWS</b>	4
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56
<b>Dozenten</b>	Prof. Christian Lüthje
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	<p>I. Introduction</p> <ul style="list-style-type: none"> <li>• Innovation and service marketing (importance of innovative products and services, model, objectives and examples of innovation marketing, characteristics of services, challenges of service marketing)</li> </ul> <p>II. Methods and approaches of strategic marketing planning</p> <ul style="list-style-type: none"> <li>• patterns of industrial development, patent and technology portfolios</li> </ul> <p>III. Strategic foresight and scenario analysis</p> <ul style="list-style-type: none"> <li>• objectives and challenges of strategic foresight, scenario analysis, Delphi method</li> </ul> <p>IV. User innovations</p> <ul style="list-style-type: none"> <li>• Role of users in the innovation process, user communities, user innovation toolkits, lead users analysis</li> </ul> <p>V. Customer-oriented Product and Service Engineering</p> <ul style="list-style-type: none"> <li>• Conjoint Analysis, Kano, QFD, Morphological Analysis, Blueprinting</li> </ul> <p>VII. Pricing</p> <ul style="list-style-type: none"> <li>• Basics of Pricing, Value-based pricing, Pricing models</li> </ul> <p>VIII. Sales Management</p> <ul style="list-style-type: none"> <li>• Basics of Sales Management, Assessing Customer Value, Planning Customer Visits</li> </ul> <p>IX. Communications</p> <ul style="list-style-type: none"> <li>• Diffusion of Innovations, Communication Objectives, Communication Instruments</li> </ul>
<b>Literatur</b>	<p><b>Mohr, J., Sengupta, S., Slater, S. (2014). Marketing of high-technology products and innovations, third edition, Pearson education. ISBN-10: 1292040335 . Chapter 6 (188-210), Chapter 7 (227-256), Chapter 10 (352-365), Chapter 12 (419-426).</b></p> <p>Crawford, M., Di Benedetto, A. (2008). New products management, 9th edition, McGraw Hill, Boston et al., 2008</p> <p>Christensen, C. M. (1997). Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Harvard Business Press, Chapter 1: How can great firms fail?, pp. 3-24.</p> <p>Hair, J. F., Bush, R. P., Ortinau, D. J. (2009). Marketing research. 4<sup>th</sup> edition, Boston et al., McGraw Hill</p> <p>Tidd, J. &amp; Hull, Frank M. (Editors) (2007) Service Innovation, London</p> <p>Von Hippel, E.(2005). Democratizing Innovation, Cambridge: MIT Press</p>

Lehrveranstaltung L0862: PBL Marketing of Innovations	
<b>Typ</b>	Projekt-/problembasierte Lehrveranstaltung
<b>SWS</b>	1
<b>LP</b>	2
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 46, Präsenzstudium 14
<b>Dozenten</b>	Prof. Christian Lüthje
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	<p>This PBL course is segregated into two afternoon sessions. This course aims at enhancing the students' practical skills in (1) forecasting the future development of markets and (2) making appropriate market-related decisions (particularly segmentation, managing the marketing mix). The students will be prompted to use the knowledge gathered in the lecture of this module and will be invited to (1) Conduct a scenario analysis for an innovative product category and (2) Engage in decision making within a market simulation game.</p>
<b>Literatur</b>	

Modul M1358: Global Innovation Management				
<b>Lehrveranstaltungen</b>				
<b>Titel</b>		<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Management Globaler Innovationen (L1933)		Projekt-/problembasierte Lehrveranstaltung	3	3
Management Globaler Innovationen - Seminar (L1934)		Seminar	2	3
<b>Modulverantwortlicher</b>	Dr. Stephan Buse			
<b>Zulassungsvoraussetzungen</b>	None			
<b>Empfohlene Vorkenntnisse</b>	Basic knowledge of innovation management and globalisation			
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht			
<b>Fachkompetenz</b>	<p><i>Wissen</i> Students learn about economic theories and models that underlie innovation management in an increasingly globalized world. Particular attention is paid to emerging countries such as India and China, but also to other countries in Africa, Asia and South America, as they are becoming increasingly important as innovation locations and sales markets in global economic competition. The following theories/models will be dealt with in the modules/ sessions:</p> <ul style="list-style-type: none"> <li>• Lead Market Theory</li> <li>• Frugal Innovations</li> <li>• Open Innovation Approach</li> <li>• Transnational Model</li> <li>• Internationalisation of Research &amp; Development</li> </ul> <p><i>Fertigkeiten</i> By means of the theories and models discussed, students are enabled to analyse the significance and effects of globalisation from an economic as well as a business perspective. Furthermore, they learn to assess the competitiveness of entrepreneurial innovation strategies and innovation locations.</p> <p><b>Personale Kompetenzen</b></p> <p><i>Sozialkompetenz</i> After successful completion of the module, students can work together purposefully and respectfully in (inter)national teams. In addition, they can conduct subject-specific discussions on issues of global innovation management and present and represent the results of their work in accordance with the requirements of the professional world.</p> <p><i>Selbstständigkeit</i> Upon successful completion of the module, students can conduct case studies on global innovation management issues independently and/or as part of a team. They are able to independently select and apply adequate analysis tools and to reflect their analysis results self-critically.</p>			
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 110, Präsenzstudium 70			
<b>Leistungspunkte</b>	6			
<b>Studienleistung</b>	Keine			
<b>Prüfung</b>	Klausur			
<b>Prüfungsdauer und -umfang</b>	90 min			
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht			

<b>Lehrveranstaltung L1933: Managing Global Innovation</b>	
<b>Typ</b>	Projekt-/problembasierte Lehrveranstaltung
<b>SWS</b>	3
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 48, Präsenzstudium 42
<b>Dozenten</b>	Dr. Stephan Buse, Prof. Dr. habil. Rajnish Tiwari
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	<p>Students learn about economic theories and models that underlie innovation management in an increasingly globalized world. Particular attention is paid to emerging countries such as India and China, but also to other countries in Africa, Asia and South America, as they are becoming increasingly important as innovation locations and sales markets in global economic competition. In the problem-oriented course, the following theories/models will be dealt with:</p> <ul style="list-style-type: none"> <li>- Lead Market Theory</li> <li>- Frugal Innovations</li> <li>- Open Innovation Approach</li> <li>- Transnational Model</li> <li>- Internationalization of Research &amp; Development</li> </ul> <p>By means of the theories and models discussed, students are enabled to analyse the significance and effects of globalisation from an economic as well as a business perspective. Furthermore, they learn to assess the competitiveness of entrepreneurial innovation strategies and innovation locations.</p>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>• Bartlett, C. A. and S. Ghoshal (1998). Managing across Borders: The Transnational Solution. Boston, Harvard Business School Press.</li> <li>• Bartlett, C. A. and S. Ghoshal (1990). Managing innovation in the transnational corporation. Managing the Global Firm. C. A. Bartlett, Y. L. Doz and G. Hedlund. London, Routledge: 215-255.</li> <li>• Chesbrough, H. (2003). Open Innovation: The New Imperative for Creating and Profiting from Technology. Boston, Harvard Business School Press.</li> <li>• Christensen, C. M. and M. E. Raynor (2003). The innovator's solution: creating and sustaining successful growth. Boston, MA, Harvard Business School Press.</li> <li>• Herstatt, C. and R. Tiwari, Eds. (2017). Lead Market India: Key Elements and Corporate Perspectives for Frugal Innovations. Heidelberg, Springer.</li> <li>• Herstatt, C., R. Tiwari and S. Buse (2017). Innovating for Emerging Markets? An Assessment of German Hidden Champions' Strategies. Technologie, Strategie und Organisation. W. Burr and M. Stephan. Wiesbaden, Springer Gabler: 219-238.</li> <li>• Tiwari, R. and C. Herstatt (2014). Aiming Big with Small Cars: Emergence of a Lead Market in India. Heidelberg, Springer.</li> </ul>

<b>Lehrveranstaltung L1934: Managing Global Innovation - Seminar</b>	
<b>Typ</b>	Seminar
<b>SWS</b>	2
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 62, Präsenzstudium 28
<b>Dozenten</b>	Dr. Stephan Buse, Prof. Dr. habil. Rajnish Tiwari
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	The seminar "Management of Global Innovations" serves the deepening and practice-oriented application of the teaching material conveyed in the problem-oriented course of the same name. Students work in groups on questions of global innovation management. Consequently, participation in the seminar requires participation in the problem-oriented course of the same name.
<b>Literatur</b>	<p>Die Grundlagenliteratur ist deckungsgleich zu der gleichnamigen Vorlesungsliteratur. Hinzukommt themenspezifische Fachliteratur bezüglich der zu behandelnden Fragestellungen.</p> <p>The basic literature is congruent with the lecture literature of the same name. In addition, there are subject-specific specialist literature relating to the questions to be dealt with.</p>

Modul M1034: Technology Entrepreneurship			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b> <b>LP</b>
Creation of Business Opportunities (L1280)		Projekt-/problembasierte Lehrveranstaltung	3              4
Entrepreneurship (L1279)		Vorlesung	2              2
<b>Modulverantwortlicher</b>	Prof. Christoph Ihl		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Basic knowledge in business economics obtained in the compulsory modules as well as an interest in new technologies and the pursuit of new business opportunities either in corporate or startup contexts.		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i> Wissen (subject-related knowledge and understanding):</p> <ul style="list-style-type: none"> <li>• develop a working knowledge and understanding of the entrepreneurial perspective</li> <li>• understand the difference between a good idea and scalable business opportunity</li> <li>• understand the process of taking a technology idea and finding a high-potential commercial opportunity</li> <li>• understand the components of business models</li> <li>• understand the components of business opportunity assessment and business plans</li> </ul> <p><i>Fertigkeiten</i></p> <ul style="list-style-type: none"> <li>• Fertigkeiten (subject-related skills):                             <ul style="list-style-type: none"> <li>◦ identify and define business opportunities</li> <li>◦ assess and validate entrepreneurial opportunities</li> <li>◦ create and verify a business model of how to sell and market an entrepreneurial opportunity</li> <li>◦ formulate and test business model assumptions and hypotheses</li> <li>◦ conduct customer and expert interviews regarding business opportunities</li> <li>◦ prepare business opportunity assessment</li> <li>◦ create and verify a plan for gathering resources such as talent and capital</li> <li>◦ pitch a business opportunity to your classmates and the teaching team</li> </ul> </li> </ul>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i> Sozialkompetenz (Social Competence):</p> <ul style="list-style-type: none"> <li>• team work</li> <li>• communication and presentation</li> <li>• give and take critical comments</li> <li>• engaging in fruitful discussions</li> </ul> <p><i>Selbstständigkeit</i> Selbstständigkeit (Autonomy):</p> <ul style="list-style-type: none"> <li>• autonomous work and time management</li> <li>• project management</li> <li>• analytical skills</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 110, Präsenzstudium 70		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Fachtheoretisch-fachpraktische Arbeit		
<b>Prüfungsdauer und -umfang</b>	Drei Referate zum jeweiligen Projektstand		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Wahlpflicht Internationales Wirtschaftsingenieurwesen: Vertiefung I. Management: Wahlpflicht Logistik, Infrastruktur und Mobilität: Kernqualifikation: Wahlpflicht Mechanical Engineering and Management: Vertiefung Management: Wahlpflicht		

<b>Lehrveranstaltung L1280: Creation of Business Opportunities</b>	
<b>Typ</b>	Projekt-/problembasierte Lehrveranstaltung
<b>SWS</b>	3
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 78, Präsenzstudium 42
<b>Dozenten</b>	Prof. Christoph Ihl
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	<p>Important note: This course is part of an 6 ECTS module consisting of two courses "Entrepreneurship" &amp; "Creation of Business Opportunities", which have to be taken together in one semester.</p> <p>Startups are temporary, team-based organizations, which can form both within and outside of established companies, to pursue one central objective: taking a new venture idea to market by designing a business model that can be scaled to a full-grown company. In this course, students will form startup teams around self-selected ideas and run through the process just like real startups would do in the first three months of intensive work. Startup Engineering takes an incremental and iterative approach, in that it favors variety and alternatives over one detailed, linear five-year business plan to reach steady state operations. From a problem solving and systems thinking perspective, student teams create different possible versions of a new venture and alternative hypotheses about value creation for customers and value capture vis-à-vis competitors. We will draw on recent scientific findings about international success factors of new venture design. To test critical hypotheses early on, student teams engage in scientific, evidence-based, experimental trial-and-error learning process that measures real progress.</p> <p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>· Apply a modern innovation toolkit relevant in both the corporate &amp; startup world</li> <li>· Analyze given business opportunities in terms of its constituent elements</li> <li>· Design new business models by gathering and combining relevant ideas, facts and information</li> <li>· Evaluate business opportunities and derive judgment about next steps &amp; decisions</li> </ul> <p>Course language is English, but participants can decide to give their graded presentations in German. Students are invited to apply to this course module already with a startup idea and/ or team, but this is not a requirement! We will form teams and ideas in the beginning of the course. Class meetings have alternate intervals of lecture inputs, teamwork, mentoring, and peer feedback. Attendance is mandatory for at least 80% of class time due to large proportion of teamwork sessions.</p> <p>Student teams give three presentations and submit them with backup analyses. Grading scheme:</p> <ul style="list-style-type: none"> <li>· Startup discovery presentation after 5 weeks: 30%</li> <li>· Startup validation presentation after 10 weeks: 30%</li> <li>· Final startup pitches after 13 weeks: 40%</li> </ul>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>• Blank, S. &amp; Dorf, B. (2012). The startup owner's manual.</li> <li>• Gans, J. &amp; Stern, S. (2016). Entrepreneurial Strategy.</li> <li>• Osterwalder, A. &amp; Yves, P. (2010). Business model generation.</li> <li>• Maurya, A. (2012). Running lean: Iterate from plan A to a plan that works.</li> <li>• Maurya, A. (2016). Scaling lean: Mastering the Key Metrics for Startup Growth.</li> <li>• Wilcox, J. (2016). FOCUS Framework: How to Find Product-Market Fit.</li> </ul>



<b>Lehrveranstaltung L1279: Entrepreneurship</b>	
<b>Typ</b>	Vorlesung
<b>SWS</b>	2
<b>LP</b>	2
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 32, Präsenzstudium 28
<b>Dozenten</b>	Prof. Christoph Ihl
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	<p>Important note: This course is part of an 6 ECTS module consisting of two courses "Entrepreneurship" &amp; "Creation of Business Opportunities", which have to be taken together in one semester.</p> <p>Startups are temporary, team-based organizations, which can form both within and outside of established companies, to pursue one central objective: taking a new venture idea to market by designing a business model that can be scaled to a full-grown company. In this course, students will form startup teams around self-selected ideas and run through the process just like real startups would do in the first three months of intensive work. Startup Engineering takes an incremental and iterative approach, in that it favors variety and alternatives over one detailed, linear five-year business plan to reach steady state operations. From a problem solving and systems thinking perspective, student teams create different possible versions of a new venture and alternative hypotheses about value creation for customers and value capture vis-à-vis competitors. We will draw on recent scientific findings about international success factors of new venture design. To test critical hypotheses early on, student teams engage in scientific, evidence-based, experimental trial-and-error learning process that measures real progress.</p> <p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>· Apply a modern innovation toolkit relevant in both the corporate &amp; startup world</li> <li>· Analyze given business opportunities in terms of its constituent elements</li> <li>· Design new business models by gathering and combining relevant ideas, facts and information</li> <li>· Evaluate business opportunities and derive judgment about next steps &amp; decisions</li> </ul> <p>Course language is English, but participants can decide to give their graded presentations in German. Students are invited to apply to this course module already with a startup idea and/ or team, but this is not a requirement! We will form teams and ideas in the beginning of the course. Class meetings have alternate intervals of lecture inputs, teamwork, mentoring, and peer feedback. Attendance is mandatory for at least 80% of class time due to large proportion of teamwork sessions.</p> <p>Student teams give three presentations and submit them with backup analyses. Grading scheme:</p> <ul style="list-style-type: none"> <li>· Startup discovery presentation after 5 weeks: 30%</li> <li>· Startup validation presentation after 10 weeks: 30%</li> <li>· Final startup pitches after 13 weeks: 40%</li> </ul>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>· Blank, S. &amp; Dorf, B. (2012). The startup owner's manual.</li> <li>· Gans, J. &amp; Stern, S. (2016). Entrepreneurial Strategy.</li> <li>· Osterwalder, A. &amp; Yves, P. (2010). Business model generation.</li> <li>· Maurya, A. (2012). Running lean: Iterate from plan A to a plan that works.</li> <li>· Maurya, A. (2016). Scaling lean: Mastering the Key Metrics for Startup Growth.</li> <li>· Wilcox, J. (2016). FOCUS Framework: How to Find Product-Market Fit.</li> </ul>

Modul M1381: Agile Design Methods			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b> <b>LP</b>
Agile Design Methoden (L1962)		Projektseminar	3            3
Agile Design Methoden (L2294)		Vorlesung	2            3
<b>Modulverantwortlicher</b>	Dr. Stephan Buse		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>			
<i>Wissen</i>	The students know:		
	<ul style="list-style-type: none"> <li>• Different methods from the field of design management and can explain them and their importance for agile project management.</li> <li>• The distinction between linear and integrative design methods.</li> <li>• Appropriate software for supporting the process.</li> <li>• The interrelation between working culture and applied design methods.</li> <li>• The theoretical construct behind human-centered design and its diverse methodologies.</li> <li>• The difference between high and low resolution prototyping and software to realize digital Prototyps.</li> </ul>		
<i>Fertigkeiten</i>	The students are able:		
	<ul style="list-style-type: none"> <li>• to decide on an appropriate method to approach an innovation project. They recognize the difference between agile and iterate of methodologies and water fall project management.</li> <li>• They apply the relevant methods for the fuzzy front end (e.g. Design Thinking) or the implementation of an idea in agile teams (e.g. Scrum).</li> <li>• to self-moderate the Design Thinking process in their team.</li> <li>• to use appropriate methods to create a common understanding and across departmental teams.</li> <li>• <b>They carry out a syntheses of the use and eight through appropriate methods e.g. personas.</b></li> <li>• to use creativity methods for idea generation such as different brainstorming methods.</li> <li>• to construct appropriate prototypes to test the critical function of the idea.</li> <li>• to apply appropriate software for supporting the process.</li> </ul>		
<b>Personale Kompetenzen</b>			
<i>Sozialkompetenz</i>	The students are able:		
	<ul style="list-style-type: none"> <li>• to work successfully and respectfully in a multicultural team.</li> <li>• to reach the expected results within their team and to document them.</li> <li>• to engage in scientific and practitioner discussions on the topic of innovation- specifically design management.</li> <li>• to present the results of the work to others in an understandable and catchy way.</li> </ul>		
<i>Selbstständigkeit</i>	The students are able:		
	<ul style="list-style-type: none"> <li>• to carry out an innovation process for any given challenge independently, individually or in a team.</li> <li>• to solve complex problems independently or in a team, selecting and using appropriate analog design methods and software.</li> <li>• to gather knowledge regarding a challenge independently and apply their knowledge in problem-solving.</li> <li>• to critically reflect on the results of the work and their own behavior in the team.</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 110, Präsenzstudium 70		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Schriftliche Ausarbeitung		
<b>Prüfungsdauer und -umfang</b>	Schriftliche Projektarbeit		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Wahlpflicht		

Lehrveranstaltung L1962: Agile Design Methods	
<b>Typ</b>	Projektseminar
<b>SWS</b>	3
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 48, Präsenzstudium 42
<b>Dozenten</b>	Dr. Stephan Buse, Dr. Sandra-Luisa Moschner
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	<p>The core of this projectseminar is the systematical and method - based development of individual design method skills. The course is divided into two sections:</p> <ol style="list-style-type: none"> <li>1.) theoretical input on relevant methodologies and</li> <li>2.) practical training and application of innovation methods.</li> </ol> <p>In the first events, basic knowledge and an overview of methodical approaches to innovation and creativity is given. In the subsequent groupwork phase, user needs are explored, solutions are developed and tested experimentally. Interim results are presented at regular intervals in the plenum. The ideas can be further developed from date to date on the basis of verified or falsified assumptions.</p> <p>Different design methodologies will be explained and set in context: Design Thinking, Scrum, Kanban, Simplicity, Appreciative Inquiry, Lean start-up, Business Model Canvas, Value Proposition Design. The didactical concept of the practice phase is problem-based learning. Therefore the methodological training will focus on design thinking applied to a real-world problem. In an iterative manner, the student teams go through all Design Thinking stages in a workshop style - starting from understand, to empathize, define, ideate, prototype and test, several times in projects.</p> <p>Agile design methods foster a new working paradigm, a mindset of collaboration. The students will experience the connection between methodology and working culture and reflect on their personal development on the one hand and the team dynamics on the other hand.</p>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>• "Design Thinking" (Tim Brown, 2008)</li> <li>• Change by Design (Tim Brown, 2008)</li> <li>• Creative Confidence (Kelley/Kelley, 2013)</li> <li>• Value Proposition Design (Osterwalder/Pigneur, 2014)</li> <li>• Business Model Canvas (Osterwalder/Pigneur, 2010)</li> <li>• The Lean Startup (Eric Ries, 2011)</li> <li>• This Is Service Design Thinking (Stickdorn/Schneider, 2012)</li> </ul>

Lehrveranstaltung L2294: Agile Design Methods	
<b>Typ</b>	Vorlesung
<b>SWS</b>	2
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 62, Präsenzstudium 28
<b>Dozenten</b>	Dr. Stephan Buse, Dr. Sandra-Luisa Moschner
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	Siehe korrespondierende Vorlesung
<b>Literatur</b>	Siehe korrespondierende Vorlesung

Modul M1360: Innovation Management				
<b>Lehrveranstaltungen</b>				
<b>Titel</b>		<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Management von Innovationen (L1937)		Projekt-/problembasierte Lehrveranstaltung	3	3
Management von Innovationen - Seminar (L1938)		Seminar	2	3
<b>Modulverantwortlicher</b>	Prof. Cornelius Herstatt			
<b>Zulassungsvoraussetzungen</b>	None			
<b>Empfohlene Vorkenntnisse</b>	Basic knowledge in business administration			
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht			
<b>Fachkompetenz</b> <i>Wissen</i> <i>Fertigkeiten</i>				
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i> <i>Selbstständigkeit</i>				
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 110, Präsenzstudium 70			
<b>Leistungspunkte</b>	6			
<b>Studienleistung</b>	Keine			
<b>Prüfung</b>	Klausur			
<b>Prüfungsdauer und -umfang</b>	90 min			
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht			

Lehrveranstaltung L1937: Managing Innovations	
<b>Typ</b>	Projekt-/problembasierte Lehrveranstaltung
<b>SWS</b>	3
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 48, Präsenzstudium 42
<b>Dozenten</b>	Prof. Cornelius Herstatt
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	<p>The course aims to equip students with an understanding of key issues in the management of innovation and an appreciation of the relevant skills needed to manage innovation at both strategic and operational levels. It provides evidence of different approaches based on leading research, real world examples and experiences of firms and organizations from around the world.</p> <p>The management of innovation is one of the most important and challenging aspects of modern organization. Innovation is a fundamental driver of competitiveness and it plays a large part in improving quality of life. Innovation, and particularly technological innovation, is inherently difficult, uncertain and risky, and most new technologies fail to be translated into successful products and services. Given this, it is essential that students understand the strategies, tools and techniques for managing innovation, which often requires a different set of management knowledge and skills from those employed in everyday business administration. The course itself draws upon research activities of the Institute for Technology and Innovation Management at the TUHH (<a href="http://www.tuhh.de/tim">www.tuhh.de/tim</a>)</p> <p>Lecture Topics:</p> <ul style="list-style-type: none"> <li>• The Management of (Technological) Innovation</li> <li>• Strategy and Organization for Innovation</li> <li>• Managing the Innovation Process</li> <li>• Innovation in the Age of Circular Economy (C2C)</li> <li>• Market-Research for Innovation and Design-thinking</li> <li>• Capturing value from R&amp;D, Open Innovation and IP</li> <li>• Creativity and mindfulness in Innovation</li> </ul>
<b>Literatur</b>	<p>LITERATURE</p> <p>Dodgson, M. Gann, D. and Salter A. The management of technological innovation: strategy and practice, Oxford University Press, 2008.</p> <p>Tidd, J., Bessant, J. and Pavitt, K.: Managing Innovation: Integrating technological, market and organizational change, 5<sup>th</sup> edition, John Wiley and Sons, 2013.</p> <p>Goffin, K., Mitchell, R.: Innovation Management: Effective strategy and implementation Paperback, 3<sup>rd</sup> edition, 15. November 2016</p>

<b>Lehrveranstaltung L1938: Managing Innovations - Seminar</b>	
<b>Typ</b>	Seminar
<b>SWS</b>	2
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 62, Präsenzstudium 28
<b>Dozenten</b>	Prof. Cornelius Herstatt, Dr. Daniel Jarr
<b>Sprachen</b>	EN
<b>Zeitraum</b>	SoSe
<b>Inhalt</b>	The seminar "Management of Innovations" provides a practice-oriented application of the teaching material conveyed in the lecture "Management of Innovations". Students work in groups on selected topics of innovation management. Consequently, participation in the seminar requires participation in the lecture.
<b>Literatur</b>	Die Grundlagenliteratur ist deckungsgleich zu der gleichnamigen Vorlesungsliteratur. Hinzu kommt themenspezifische Fachliteratur bezüglich der zu behandelnden Fragestellungen.

**Fachmodule der Vertiefung Global Design Management (UoS)**

The Global Design Management specialisation taught during the second year of the GTIME programme in Glasgow focuses on enabling the systematic role of design in linking creativity to innovation throughout the product development process; from conceptualisation through production and delivery to the market place. The programme aims to develop graduates with management capability who can deploy well-coordinated global product development strategies, operations and projects towards innovation within contemporary industrial settings. Graduates will understand design in innovation as a rigorous engineering process through which innovation can be driven and realised in a competitive global economy, and as a human centred approach that can discover latent societal needs and problems and develop solutions that are sensitive to the needs of all stakeholders.

Different modules introduce the students to key concepts within complex innovative design processes and management approaches, management of globally distributed creative teams at partner universities and the Postgraduate Group Project places student teams to work with an industrial client on a real world solution to client's prioritised brief. Students may integrate and apply design, manufacturing and operations management knowledge and skills to an industry based product and process development project and further develop project management skills. The latter half of the second year at the University of Strathclyde is characterised by the Global Research Project as an individual research project for which the student develops a relevant study topic of interest then executes, documents and presents critical research findings.

These taught and project based modules are supplemented by 2 modules chosen by the students from an approved list of optional modules. These include human centred design, design aesthetics, design methods, sustainable design and remanufacturing, product costing and financial management, quality management and lean six sigma, technology and innovation management, systems thinking, supply chain management and enterprise resource planning.

<b>Modul M1386: Global Design (UoS)</b>			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Global Design (UoS) (L1965)	Vorlesung	5	5
<b>Modulverantwortlicher</b>	Dr. Andrew Wodehouse		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i></p> <ul style="list-style-type: none"> <li>- Demonstrate knowledge and understanding of the nature of distributed design.</li> <li>- Demonstrate knowledge and understanding of the management of distributed design projects.</li> <li>- Demonstrate knowledge and understanding of how technology can effectively support distributed design activity.</li> </ul> <p><i>Fertigkeiten</i></p> <ul style="list-style-type: none"> <li>Explain the concepts of distributed design engineering.</li> <li>Discuss how the benefits and issues related to distributed design compare to those of co-located design.</li> <li>Describe management tools and techniques for successfully managing distributed design.</li> <li>Apply these tools and techniques to carry out distributed design project work.</li> <li>Show how these tools and techniques can overcome issues relating to distributed design.</li> <li>Describe appropriate technology and how it can be used to support distributed design.</li> <li>Apply the use of technology to successfully carry out distributed design project work.</li> <li>Show how appropriate technology can be used to overcome issues relating to distributed design.</li> </ul>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i></p> <ul style="list-style-type: none"> <li>Teamwork: virtually; collocated; synchronous and asynchronous</li> </ul> <p><i>Selbstständigkeit</i></p> <ul style="list-style-type: none"> <li>Literature searching, gathering, analysis</li> <li>Literature review</li> <li>Presentation skills</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70		
<b>Leistungspunkte</b>	5		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Fachtheoretisch-fachpraktische Arbeit		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der University of Strathclyde		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Global Design Management (UoS): Pflicht		

<b>Lehrveranstaltung L1965: Global Design (UoS)</b>	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Dr. Andrew Wodehouse
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1385: Design Management (UoS)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b> <b>LP</b>
Design Management (UoS) (L1964)		Vorlesung	5              5
<b>Modulverantwortlicher</b>	Prof. Alex Duffy		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>			
<i>Wissen</i>	1. Appreciate and understand the role of design within an organisation and the organisational structures required for effective design. 2. Appreciate the role of design models, approaches and methods. 3. Know a variety of aspects and the complexities of design development. 4. Appreciate the role of innovation in design and know how to measure design performance.		
<i>Fertigkeiten</i>	Ability to articulate the impact of early product delivery with regards to quality, cost and market sales. Describe the different main organisational structures and their impact on the design activity. Articulation of the different types of design models, approaches and methods. Appreciation of the different strengths and weaknesses of models, approaches and methods. Able to describe multiple aspects of design development. Articulation of complexities in design development.		
<b>Personale Kompetenzen</b>			
<i>Sozialkompetenz</i>	Teamwork		
<i>Selbstständigkeit</i>	- Literature searching, gathering, analysis. - Problem synthesis. - Literature review writing. - Presentation skills.		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70		
<b>Leistungspunkte</b>	5		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Schriftliche Ausarbeitung		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der University of Strathclyde		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Global Design Management (UoS): Pflicht		

Lehrveranstaltung L1964: Design Management (UoS)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Prof. Alex Duffy
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	



Modul M1387: Postgraduate Group Project (UoS)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	Postgraduate Group Project (UoS) (L1966)	<b>Typ</b>	Projektseminar
		<b>SWS</b>	20
		<b>LP</b>	20
<b>Modulverantwortlicher</b>	Dr. Anup Nair		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i></p> <p>Demonstrate knowledge and understanding of the various elements associated with the respective course disciplines.</p> <p>Demonstrate knowledge and understanding of products and management practices in industry.</p> <p>Demonstrate knowledge and ability in applying and using various analysis and modelling tools and techniques in product and process realisation.</p> <p>Demonstrate project planning and management, data collection and analysis, presentation, consulting and team working skills.</p> <p><i>Fertigkeiten</i></p> <p>Ability to describe and discuss course contents relevant to the particular project and the course theme.</p> <p>Critically review and evaluate products and management practices of the particular company.</p> <p>Critically review and evaluate analysis tools and modelling techniques.</p> <p>Discuss and critically evaluate the implementation of analysis tools and modelling techniques.</p> <p><b>Personale Kompetenzen</b></p> <p><i>Sozialkompetenz</i></p> <p>Teamwork, team leadership.</p> <p><i>Selbstständigkeit</i></p> <p>Ability to plan, control and lead an industrial project from inception to completion.</p> <p>Evidence of achieving deliverables which meet the client company requirements.</p> <p>Ability to work responsibly as part of a project team.</p>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 320, Präsenzstudium 280		
<b>Leistungspunkte</b>	20		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Fachtheoretisch-fachpraktische Arbeit		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der University of Strathclyde		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Global Design Management (UoS): Pflicht		

Lehrveranstaltung L1966: Postgraduate Group Project (UoS)	
<b>Typ</b>	Projektseminar
<b>SWS</b>	20
<b>LP</b>	20
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 320, Präsenzstudium 280
<b>Dozenten</b>	Dr. Anup Nair
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

## Fachmodule der Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU)

Manipal University is synonymous with excellence in higher education. Over 28,000 students from 57 different nations live, learn and play in the sprawling university town. The university has pioneered in every sector, engineering, management, communication and humanities and management, with all its institutes being mapped on the national and international radar. The School of Management, established in 1999, has been shaping professionally competent, socially responsible and ethical management postgraduates. The School draws its strength from its team of dedicated and experienced faculty members. Many of them have industry experience and have commendable record in research and research publication.

The second year of the GTIME program offered by the School, attempts to explore the rapidly changing business landscape in India. It attempts to provide students with a platform to explore this rich developing economy and trace its journey as it emerges into a strong economic power house. The third semester would commence with a one-week cultural immersion program that will sensitize students to the rich cultural heritage of India. This cultural program will also be a birds-eye view of the business culture operational in India. The courses offered in the third semester will provide students with insights into the business models operational in India and changing contours of the business environment. A potent, powerful blend pedagogy consisting of lectures, discussions, on-site visits and case studies will be employed. The project undertaken by the students in the fourth semester will enable them to obtain a hands one experience in an organization where he/she will be able to relate the class room discussions practically.

Modul M1369: Business Modelling and System Dynamics (MU)				
<b>Lehrveranstaltungen</b>				
<b>Titel</b>	Business Modelling and System Dynamics (MU) (L1948)	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
		Vorlesung	5	5
<b>Modulverantwortlicher</b>	Prof. Lewlyn Rodrigues			
<b>Zulassungsvoraussetzungen</b>	None			
<b>Empfohlene Vorkenntnisse</b>	None			
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht			
<b>Fachkompetenz</b> <i>Wissen</i>	<ul style="list-style-type: none"> <li>• Know the importance of system thinking in an organization.</li> <li>• Understand the importance of modelling and simulation of a dynamic system.</li> <li>• Appreciate the wide range of applications of System Dynamics</li> <li>• Understand the stages of modelling process.</li> <li>• Methods for validating a System Dynamics model.</li> </ul>			
<i>Fertigkeiten</i>	After completing this module, students will have skills in: <ul style="list-style-type: none"> <li>• Identifying key parameters and its influence on the system for a specific problem.</li> <li>• Developing a System Dynamics model.</li> <li>• Interpretation of simulation results and policy formulation.</li> </ul>			
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i> <i>Selbstständigkeit</i>	After completing this module, students will have skills: <ul style="list-style-type: none"> <li>• In predicting dynamic scenarios in business innovation.</li> <li>• Developing business models which will be helpful in predicting the success of innovation.</li> <li>• Applying a holistic view to business problems.</li> </ul>			
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70			
<b>Leistungspunkte</b>	5			
<b>Studienleistung</b>	Keine			
<b>Prüfung</b>	Klausur			
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Manipal University			
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Pflicht			

Lehrveranstaltung L1948: Business Modelling and System Dynamics (MU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Prof. Lewlyn Rodrigues
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1370: Management in Practice (MU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Management in Practice (MU) (L1949)	Vorlesung	6	6
<b>Modulverantwortlicher</b>	Prof. Lakshmi Narayanan		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i>	<ul style="list-style-type: none"> <li>• Understand the Indian Business Climate &amp; Culture Dynamics</li> <li>• Exposure to structure and context of business operations , business etiquette and practices, business negotiations, and the current investment climate in India</li> <li>• Exposure to technology capabilities and innovation in business design</li> <li>• Liaison with an MSME in India</li> <li>• Exposure to business incubator: Manipal University Technology Business Incubator (MUTBI)</li> <li>• Promotes innovation driven start-ups</li> </ul>		
<i>Fertigkeiten</i>	After completing this module, students will have skills in: <ul style="list-style-type: none"> <li>• Analyzing cultural diversity and its impact on business and analysing the various culture dynamics involved in a business.</li> <li>• design a business proposal</li> <li>• Design an appropriate structure that suits the Indian business practices.</li> <li>• Designing appropriate business negotiation strategies.</li> </ul>		
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i>	Teamwork and leadership.		
<i>Selbstständigkeit</i>	After completing this module, students will have skills: <ul style="list-style-type: none"> <li>• for better coping with challenges of business environment in India with special focus on cultural aspects.</li> <li>• for better understanding of the functioning of Indian industries and to promote innovation in the business venture.</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 96, Präsenzstudium 84		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Manipal University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Pflicht		

Lehrveranstaltung L1949: Management in Practice (MU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	6
<b>LP</b>	6
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 96, Präsenzstudium 84
<b>Dozenten</b>	Prof. Lakshmi Narayanan
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1371: Technology and Business (MU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Technology and Business (MU) (L1950)	Vorlesung	6	6
<b>Modulverantwortlicher</b>	Prof. Pallavi Upadhyaya		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<ul style="list-style-type: none"> <li>• Important trends in information technology and their applications in business</li> <li>• Role of information technology in process innovation</li> <li>• Understand various business models of electronic marketplaces in India</li> <li>• Understand new technologies that facilitate MSMEs to market their products and services</li> </ul>		
<i>Wissen</i>			
<i>Fertigkeiten</i>	After completing this module, students will have skills in: <ul style="list-style-type: none"> <li>• Analyzing issues in information systems implementation.</li> <li>• Evaluate suitable e-marketplace for new product launch.</li> <li>• Designing appropriate e-marketing strategies.</li> </ul>		
<b>Personale Kompetenzen</b>	Teamwork and communication skills - Decision making - Analysation and evaluation of market opportunities		
<i>Sozialkompetenz</i>			
<i>Selbstständigkeit</i>			
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 96, Präsenzstudium 84		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Manipal University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Pflicht		
Lehrveranstaltung L1950: Technology and Business (MU)			
<b>Typ</b>	Vorlesung		
<b>SWS</b>	6		
<b>LP</b>	6		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 96, Präsenzstudium 84		
<b>Dozenten</b>	Prof. Pallavi Upadhyaya		
<b>Sprachen</b>	EN		
<b>Zeitraum</b>	WiSe		
<b>Inhalt</b>			
<b>Literatur</b>			

Modul M1372: Technology, Creativity and Innovation (MU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	Technology, Creativity and Innovation (MU) (L1951)	<b>Typ</b>	<b>SWS</b> <b>LP</b>
		Vorlesung	5              5
<b>Modulverantwortlicher</b>	Prof. Shiva Prasad		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i>	<ul style="list-style-type: none"> <li>• Types of creativity and innovation and its barriers.</li> <li>• Frameworks and strategies for building an ecosystem for creativity and innovation.</li> <li>• Managing creativity, innovation and technology.</li> <li>• Understand the basic frameworks for assessing the technology capabilities of a business.</li> <li>• Know the importance of facilitating the adoption of new technology.</li> <li>• Understand the importance of creativity, innovation &amp; technology to gain competitive advantage.</li> </ul>		
<i>Fertigkeiten</i>	After completing this module, students will have skills in: <ul style="list-style-type: none"> <li>• Developing framework and strategies for enabling a supportive environment for fostering creativity and innovation.</li> <li>• Assess and audit the technology capabilities of a business.</li> <li>• Analyse the problems related to creativity, innovation and technology management.</li> </ul>		
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i>	Teamwork and communication skills		
<i>Selbstständigkeit</i>	After completing this module, students will have skills: <ul style="list-style-type: none"> <li>• Identify the need for innovation and apply creative solutions for the technological development.</li> <li>• Assessing the feasibility of innovative ideas.</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70		
<b>Leistungspunkte</b>	5		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Manipal University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Pflicht		

Lehrveranstaltung L1951: Technology, Creativity and Innovation (MU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Prof. Shiva Prasad
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1373: Business Research Methods (MU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Business Research Methods (MU) (L1952)	Vorlesung	5	5
<b>Modulverantwortlicher</b>	Dr. Rajasekharan Pillai		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	After the completion of the module the learners will:		
<i>Wissen</i>	<ul style="list-style-type: none"> <li>familiarize the way of scientific research and its characteristics.</li> <li>get an orientation on sampling designs;</li> <li>obtain knowledge about various measurement scales used in research and different scaling techniques;</li> <li>fully be oriented to prominent methods of data collection.</li> <li>learn the tools of data processing and analysis amenable to be interpreted and inferred, with the help of SPSS.</li> </ul>		
<i>Fertigkeiten</i>	<ul style="list-style-type: none"> <li>Students can obtain knowledge about research process, research design, inter alia, practical significance of knowing RM.</li> <li>They will be able to develop questionnaire independently.</li> <li>They will be able to understand various methods of testing of hypotheses.</li> </ul>		
<b>Personale Kompetenzen</b>	Coordination and teamwork.		
<i>Sozialkompetenz</i>	Students will gain competences in researching data and communicating it to various parties within a professional environment.		
<i>Selbstständigkeit</i>			
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70		
<b>Leistungspunkte</b>	5		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Manipal University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Pflicht		

Lehrveranstaltung L1952: Business Research Methods (MU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Dr. Rajasekharan Pillai
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1374: Seminar Series on Innovation Management (MU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	Seminar Series on Innovation Management (MU) (L1953)	<b>Typ</b>	Seminar
		<b>SWS</b>	3
		<b>LP</b>	3
<b>Modulverantwortlicher</b>	Dr. V K Ranjith		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Basics in Innovation Management		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i></p> <ul style="list-style-type: none"> <li>• Innovation Process in emerging economies</li> <li>• Context of innovation</li> <li>• Innovation and markets</li> <li>• Innovative practices in the select industries- Healthcare, Education and FMCG</li> <li>• Innovation and the role of incubators-A case of Manipal University</li> </ul>		
<i>Fertigkeiten</i>	<p>After completing this module, students will have skills in:</p> <ul style="list-style-type: none"> <li>• understanding innovation in the emerging market process.</li> <li>• decision making for facilitating the innovation process.</li> <li>• methods to foster innovation.</li> </ul>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i> Teamwork and communication skills.</p> <p><i>Selbstständigkeit</i> - Leadership</p> <p>- Decision making</p>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 48, Präsenzstudium 42		
<b>Leistungspunkte</b>	3		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Manipal University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Wahlpflicht		

Lehrveranstaltung L1953: Seminar Series on Innovation Management (MU)	
<b>Typ</b>	Seminar
<b>SWS</b>	3
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 48, Präsenzstudium 42
<b>Dozenten</b>	Dr. V K Ranjith
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1375: Foreign Language Hindi (MU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Foreign Language Hindi (MU) (L1954)	Vorlesung	3	3
<b>Modulverantwortlicher</b>	NN		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i>	By the end of the module students will have learned: <ul style="list-style-type: none"> <li>To speak and familiarize themselves with Hindi as a foreign language</li> <li>The students will be able to identify the basic sounds, words and expressions of the Hindi language. They will be able to say or express basic ideas, sentences, and desires in simple sentences. They will learn to write the Hindi script and learn enough vocabulary to continue with the Basic 2 level course.</li> </ul>		
<i>Fertigkeiten</i>	Students will gain basic communication skills in the Indian language.		
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i>	Communication skills.		
<i>Selbstständigkeit</i>	The course will help students orienting themselves in every day life in India through a better understanding of language and culture.		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 48, Präsenzstudium 42		
<b>Leistungspunkte</b>	3		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Manipal University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Wahlpflicht		

Lehrveranstaltung L1954: Foreign Language Hindi (MU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	3
<b>LP</b>	3
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 48, Präsenzstudium 42
<b>Dozenten</b>	NN
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	



**Fachmodule der Vertiefung Technology and Innovation Management in Japan (APU)**

Ritsumeikan University uses the second year of the GTIME program to introduce the students to innovation processes and management approaches used in Japan. Since the global success of Japanese companies, practitioners and scholars around the world have shown an increased interest in and appreciation for Japanese management principles and innovative practices. Japanese companies have for a long time adapted Western ideas of quality and innovation to the Japanese context and introduced new and innovative innovation processes and management techniques. Japan is still a leading driver in the migration toward global operations, integrating design, sourcing, manufacturing and distribution of products and services globally.

The second year in Japan adds to the global character of the master in innovation and technology management. Considering the renowned innovation process of the industry in Japan and the unique innovation processes used in Japan, it is a clear advantage to have focused course- and seminar modules about Japanese product and process innovation conducted in Japan. The students who choose Ritsumeikan University in Japan as their second year destination gain invaluable insights into the Japanese approach to innovation and the international competitiveness that arises from it.

<b>Modul M1355: Information Technology Management (APU)</b>				
<b>Lehrveranstaltungen</b>				
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>	
Information Technology Management (APU) (L1930)	Vorlesung	4	4	
<b>Modulverantwortlicher</b>	Prof. Yukihiko Nakata			
<b>Zulassungsvoraussetzungen</b>	None			
<b>Empfohlene Vorkenntnisse</b>	None			
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht			
<b>Fachkompetenz</b> <i>Wissen</i>	Subject-related knowledge and understanding: <ul style="list-style-type: none"> <li>• The value of IT to organizations.</li> <li>• The role of information technology for product and process development and the value of innovations.</li> <li>• Recognize and analyze the information-communication systems/services nexus.</li> <li>• Understand the principles necessary to overcome the management challenges of integrating IT in innovation and employing it an organization.</li> <li>• Understanding how best practices can be implemented into the IT organization successfully.</li> </ul>			
<i>Fertigkeiten</i>	Subject-related skills: After completing this module, students will have skills in: <ul style="list-style-type: none"> <li>• Determining what is to be contained in an IT Strategic Plan.</li> <li>• Integrating IT into product and service concept development</li> <li>• Coping with challenges of IT integration in product development and an organization</li> </ul>			
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i>	Key Qualifications: After completing this module, students will have skills: <ul style="list-style-type: none"> <li>• Identify the role of information for the success of innovation and competitiveness</li> <li>• Integration of information management in all stages of product development</li> <li>• Master total information technology management (ITM) in R&amp;D and business processes.</li> </ul>			
<i>Selbstständigkeit</i>				
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56			
<b>Leistungspunkte</b>	4			
<b>Studienleistung</b>	Keine			
<b>Prüfung</b>	Klausur			
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University			
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Pflicht			

Lehrveranstaltung L1930: Information Technology Management (APU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	4
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56
<b>Dozenten</b>	Prof. Yukihiko Nakata
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<p>The aim of this course is to demonstrate and discuss the essential role of information technology for innovation and competitive advantage of a company. Innovations of the 21st century such as Apple's iPod - and the competitiveness advantage that results from it - are more and more based on information than on physical apparatus. Innovations are embedded in information networks and the value of a physical apparatus is based on how much information is processed or made available through the apparatus. In addition, information technologies are the core for management, manufacturing and service processes.</p> <p>In this sense Information Technology Management is important to accelerate innovations and strengthen competitiveness and, therefore, one of the key parts of Management of Technology (MOT), which is the management to lead R&amp;D to business and add extra value.</p> <p>The course objective is to master "Total Information Technology Management (ITM)". This concepts generally aim at leading R&amp;D and business processes to effectively utilize IT in order to strengthen competitiveness.</p> <p>The course is a complement to the courses "Strategy of Technology (SOT)" and "Management of Technological (MOT)".</p> <ul style="list-style-type: none"> <li>• Why "Information Technology Management"?</li> <li>• Paradigm Shift of IT Management <ul style="list-style-type: none"> <li>◦ IT in the 21st century</li> <li>◦ Smartphone, Big data etc.</li> </ul> </li> <li>• The Role of Information in innovation <ul style="list-style-type: none"> <li>◦ Case Study of iPod: Video Case Study</li> <li>◦ "The iPod Revolution"</li> </ul> </li> <li>• E-Business and E-Commerce <ul style="list-style-type: none"> <li>◦ E-business</li> <li>◦ Online Shopping Video Case Study</li> <li>◦ CEO exchange: Bezos of Amazon and Dyer of Land's End</li> </ul> </li> <li>• Transaction Processing, Functional Application and Integration Managing Production</li> <li>• Emerging IT Management</li> <li>• Knowledge Management: <ul style="list-style-type: none"> <li>◦ Requirements for Digitalization</li> <li>◦ IT systems for Knowledge Management</li> </ul> </li> <li>• Enterprise System for Total Supply Chain Management <ul style="list-style-type: none"> <li>◦ Supply Chain Enterprise Resource</li> <li>◦ Radio Frequency Identification (RFID)</li> <li>◦ Case Study of JR-Suica Video Case Study "Project X; Challenger IC Card System of JR-Suica"</li> </ul> </li> <li>• Build to Order <ul style="list-style-type: none"> <li>◦ Mass customization</li> <li>◦ Video Case Study; CEO exchange: Dell of Dell and Smith of FedEx</li> </ul> </li> <li>• Social Networking Service: Business Developing by IT</li> </ul>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>• Turban, E., Volonino, L., Wood, G. R. (2005) Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance, John Wiley &amp; Sons.</li> </ul>

Modul M1356: Technology Management (APU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Technology Management (APU) (L1931)	Vorlesung	4	4
<b>Modulverantwortlicher</b>	Prof. Masanori Namba		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i> Students will learn the basic concepts on innovation and the features of technology which enable them to understand the integrated and complex process of R&amp;D, New Product Development, Business Operations, and the role and the effective use of Information Technology for overall management.</p> <p><i>Fertigkeiten</i></p> <ul style="list-style-type: none"> <li>- Skills in managing business and innovation processes</li> <li>- Managing a variety of technologies</li> <li>- Project management towards an innovative company strategy</li> </ul>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i></p> <ul style="list-style-type: none"> <li>- Teamwork and communication skills</li> <li>- Intercultural management skills</li> </ul> <p><i>Selbstständigkeit</i></p> <ul style="list-style-type: none"> <li>- Leadership</li> <li>- Analytical decision making</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Leistungspunkte</b>	4		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Pflicht		

<b>Lehrveranstaltung L1931: Technology Management (APU)</b>	
<b>Typ</b>	Vorlesung
<b>SWS</b>	4
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56
<b>Dozenten</b>	Prof. Masanori Namba
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<ul style="list-style-type: none"> <li>• Part 1 Sources of Competitiveness: Linkage of R&amp;D and Production <ul style="list-style-type: none"> <li>◦ Class 1 R&amp;D and Production activities as Information Processing</li> <li>◦ Class 2 Innovator's Dilemma and Case Study History of HDD</li> <li>◦ Class 3 Pitfalls in new product development &amp; new business development, and Case Study (IBM)</li> <li>◦ Class 4 Management of emerging technology and Case Study (Path to new technology)</li> </ul> </li> <li>• Part 2 Strategy for Creation of Core Competences <ul style="list-style-type: none"> <li>◦ Class 5 Core Competences and their evolution, and Case Study (Intel)</li> <li>◦ Class 6 Market Creation: Ideation, Conceptualization and Business Model, Case Study (TiVo)</li> <li>◦ Class 7 Project Management for New Product Development (Stage Gates/ PACE method)</li> <li>◦ Class 8 New Business Development (Alliance/introduction to Self Development)</li> </ul> </li> <li>• Part 3 Managing of Information Technology(IT) <ul style="list-style-type: none"> <li>◦ Class 9 Information needs in an organization and role of IT</li> <li>◦ Class 10 Alternative ways to match the IT function to the structure and behavior of the organization</li> <li>◦ Class 11 Consideration of the ethical and organizational implication and effects of IT</li> </ul> </li> <li>• Part 4 Competitiveness and Production Management <ul style="list-style-type: none"> <li>◦ Class 12 Comparison of Mass Production Method &amp; Lean System; Ford System and Toyota System</li> <li>◦ Class 13 Cost, Productivity and Learning Curve</li> <li>◦ Class 14 Supply Chain and Open Architecture</li> <li>◦ Class 15 Total Innovation Management</li> </ul> </li> </ul>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>• Leifer, Richard, McDermott, Christopher M., O'Connor, Gina Colarelli, Peters, Lois S. Rice, Mark P. Veryzer Robert W. (2000) Radical Innovation: How Mature Companies Can Outsmart Upstarts, Harvard Business School Press.</li> <li>• Day George S., Schoemaker, Paul J.H. with Robert E. Gunther (2005) Wharton on managing emerging technologies.</li> <li>• Porter Michael E. (1998) On Competition (Harvard Business Review Book Series), Harvard Business School Press</li> <li>• Clayton, M. Christensen (2003) The Innovator's Dilemma: The Revolutionary National Book That Will Change the Way You Do Business (Harperbusiness Essentials) Harperbusiness.</li> <li>• Clayton, M. Christensen, Raynor Michael E. (2005) The innovator's solution : creating and sustaining successful growth.</li> <li>• Tschirky, H., Jung () Technology and innovation management on the move : from managing technology to managing innovation-driven enterprises (Industrielle Organisation).</li> <li>• Simon, H. () Hidden champions of the twenty-first century : success strategies of unknown world market leaders, Springer.</li> </ul>

Modul M1357: Japanese Corporations and Asia Pacific (APU)			
Lehrveranstaltungen			
Titel	Typ	SWS	LP
Japanese Corporations and Asia Pacific (APU) (L1932)	Vorlesung	4	4
<b>Modulverantwortlicher</b>	Prof. Kaoru Natsuda		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Basic business knowledge.		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i> The aim of this course is to provide knowledge of Japanese management systems and Japanese economy in relation to the Asia Pacific region. The contents of the course include Japanese domestic business and economic systems including human resource management, keiretsu, general trading companies, the role of the Japanese government in the economy, as well as the internationalization strategy (or regionalization) of Japanese corporations. We will particularly examine how Japanese multinational corporations have conducted foreign direct investment in the region in the historical perspective. In addition, the course requires the students' participation through a presentation: Investment Promotion - how to attract Japanese corporations into the country, which will be selected in the Asia Pacific region</p> <p><i>Fertigkeiten</i> By the end of the module students will have learned:</p> <p>Completion of the course will assist students to establish a good working knowledge of Japanese business management, Japanese political economy as well as issues in the Asia Pacific. It will also assist students to develop research and presentation skills, which are required of anyone if they wish to put their analytical thinking capabilities into practice.</p> <p>Subject-related knowledge and understanding:</p> <ul style="list-style-type: none"> <li>• Knowledge of Japanese management such as life time employment system, seniority system, enterprise unions, kaizen.</li> <li>• Knowledge of Japanese political economy such as keiretsu system, developmental state concept, industrial policy.</li> <li>• Knowledge of Japanese foreign direct investment in the Asia since 1950s until recent years.</li> </ul> <p>Knowledge of the Asia Pacific economy and international relations in Asia.</p>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i> Teamwork and communication skills</p> <p><i>Selbstständigkeit</i> - Management skills</p> <p>- Decision making</p> <p>- Presentation skills</p>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Leistungspunkte</b>	4		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Pflicht		

Lehrveranstaltung L1932: Japanese Corporations and Asia Pacific (APU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	4
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56
<b>Dozenten</b>	Prof. Kaoru Natsuda
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<p>I. Competitive Advantages of Country</p> <p>Porter, Michael (1990) The Competitive Advantage of Nations, New York, The Free Press.(Chapter 3) World Economic Forum (2013) The Global Competitiveness Report 2013-2014, Geneva, World Economic Forum.</p> <p>II. Japanese Management Systems</p> <p>Abegglen, James (2006) 21st Century Japanese Management: New Systems, lasting value, New York, Palgrave Macmillan (chapter 4) Flath, David (2005)The Japanese Economy (2nd Edition), Oxford, Oxford University Press (Chapter 15) Itagaki, Hiroshi (2011) "The Japanese Management System and the Corporate Strategies of Japanese Companies" in Kawamura, T (ed.) Hybrid Factories in the United States, Oxford, Oxford University Press.</p> <p>III. Japanese Production Management</p> <p>Imai Masaaki (1997) Gemba Kaizen: a commonsense, low-cost approach to management, New York, MacGraw-Hill. (Chapter 1) Urata Shujiro (1999) "Intrafirm Technology Transfer by Japanese Multinationals in Asia", in Encarnation (ed.), Japanese Multinationals in Asia, Oxford, Oxford University Press.</p> <p>IV. Industrial Organisation in Japan (Keiretsu &amp; Sogo Shosha)</p> <p>Flath, David (2005)The Japanese Economy (2nd Edition), Oxford, Oxford University Press (Chapter 12) Chen, Min (2004) Asian Management Systems (2nd edition), London, Thomson. (Chapter 12)</p> <p>V. Government-Business Relationship in Japan and the Asia Pacific</p> <p>Chen, Min (2004) Asian Management Systems (2nd edition), London, Thomson. (Chapter 11) Chiu, Stephen and Lui, Tai-lok (1998) " The Role of the State in Economic Development", in Thompson, G. (ed.) Economic Dynamism in the Asia-Pacific, London, Routledge.</p> <p>VI. Japanese Foreign Economic Policies and FDI in the Asia Pacific</p> <p>Natsuda, Kaoru (2008) "Japan's Foreign Economic Policies towards East Asia in the Post War Era", Asian Profile, vol. 36, no.5,pp.455-468 Farrell, Roger (2008) Japanese Investment in the World Economy, Cheltenham, Edward Elgar.</p> <p>VII. Japanese Production Networks in the Asia Pacific</p> <p>Hatch, Walter and Yamamura Kozo (1996) Asia in Japan's Embrace: Creating a Regional Production, Cambridge, Cambridge University Press. (Chapter 2)</p> <p>VIII. Investment Promotion Presentation</p> <p>VIII. Japanese Corporations and Future of the Asia Pacific</p>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>• Abegglen, James (2006) 21st Century Japanese Management: New Systems, lasting value, New York, Palgrave Macmillan.</li> <li>• Chen, Min (2004) Asian Management Systems (2nd edition), London, Thomson.</li> <li>• Flath, David (2005)The Japanese Economy (2nd Edition), Oxford, Oxford University Press.</li> </ul>

Modul M1362: Major Seminar (APU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b>
Major Seminar (APU) (L1939)		Seminar	6
<b>Modulverantwortlicher</b>	Prof. Rian Beise-Zee		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>			
<i>Wissen</i>	Changing programme related topics.		
<i>Fertigkeiten</i>	Competence to be gained according to the different topics (projects in cooperation with Japanese firms).		
<b>Personale Kompetenzen</b>			
<i>Sozialkompetenz</i>	Teamwork and communication skills.		
<i>Selbstständigkeit</i>	Management and decision making skills.		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 96, Präsenzstudium 84		
<b>Leistungspunkte</b>	6		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Schriftliche Ausarbeitung		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Pflicht		

Lehrveranstaltung L1939: Major Seminar (APU)	
<b>Typ</b>	Seminar
<b>SWS</b>	6
<b>LP</b>	6
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 96, Präsenzstudium 84
<b>Dozenten</b>	Prof. Rian Beise-Zee
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1366: Management in Asia and Japan (APU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b> <b>LP</b>
Management in Asia and Japan (APU) (L1945)		Vorlesung	4            4
<b>Modulverantwortlicher</b>	Prof. Ali Haidar		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Basic management subjects.		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i>	<ul style="list-style-type: none"> <li>• Learn ways of sustaining economic growth that Asian countries are currently experiencing</li> <li>• Develop successful management career in Asia</li> <li>• Balance the needs of the society and the objectives of corporations</li> </ul>		
<i>Fertigkeiten</i>	Develop oral and written communication skills.		
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i>	<ul style="list-style-type: none"> <li>• Be culturally sensitive</li> <li>• Teamwork</li> <li>• International communication skills</li> </ul>		
<i>Selbstständigkeit</i>	<ul style="list-style-type: none"> <li>- Management skills</li> <li>- Leadership</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Leistungspunkte</b>	4		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Wahlpflicht		

Lehrveranstaltung L1945: Management in Asia and Japan (APU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	4
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56
<b>Dozenten</b>	Prof. Ali Haidar
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	



Modul M1359: National Innovation Systems (APU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	National Innovation Systems (APU) (L1935)	<b>Typ</b>	Vorlesung
		<b>SWS</b>	4
		<b>LP</b>	4
<b>Modulverantwortlicher</b>	Prof. Behrooz Asgari		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	Subject-related knowledge and understanding:		
<i>Wissen</i>	<ul style="list-style-type: none"> <li>• Key concepts of national systems of innovation</li> <li>• The nation-specific determinants of innovation</li> <li>• The system-approach to the development of product and service innovations</li> </ul>		
<i>Fertigkeiten</i>	After completing this module, students will have skills in:		
	<ul style="list-style-type: none"> <li>• language and concepts of national and regional determinants of innovation for product and service development</li> <li>• related product development issues to the national and regional</li> </ul>		
<b>Personale Kompetenzen</b>	After completing this module, students will have skills:		
<i>Sozialkompetenz</i>	<ul style="list-style-type: none"> <li>• familiarization with the system approach of innovation</li> <li>• ability of apply principles of national systems of innovation to decision problems of policy makers and public administrators</li> </ul>		
<i>Selbstständigkeit</i>			
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Leistungspunkte</b>	4		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Pflicht		
Lehrveranstaltung L1935: National Innovation Systems (APU)			
<b>Typ</b>	Vorlesung		
<b>SWS</b>	4		
<b>LP</b>	4		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Dozenten</b>	Prof. Behrooz Asgari		
<b>Sprachen</b>	EN		
<b>Zeitraum</b>	WiSe		
<b>Inhalt</b>	<ul style="list-style-type: none"> <li>• Why study National Innovation Systems? <ul style="list-style-type: none"> <li>◦ The Concept of National Innovation Systems</li> <li>◦ National Structures and Policies framing innovations</li> </ul> </li> <li>• Analytical Perspectives: What is Innovation? <ul style="list-style-type: none"> <li>◦ History and Development of the NIS Concept</li> <li>◦ The system nature of innovation</li> </ul> </li> <li>• Recent Trends in NIS Research</li> <li>• NIS and Innovation Policy</li> <li>• Examples of National Innovation Systems <ul style="list-style-type: none"> <li>◦ United States</li> <li>◦ Japan</li> <li>◦ Korea</li> <li>◦ Malaysia</li> </ul> </li> </ul>		
<b>Literatur</b>	No textbook , but a journal articles and book chapters		

Modul M1361: Quality and Operations Management (APU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	Quality and Operations Management (APU) (L1936)	<b>Typ</b>	Vorlesung
		<b>SWS</b>	4
		<b>LP</b>	4
<b>Modulverantwortlicher</b>	Prof. Behrooz Asgari		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i>	<ul style="list-style-type: none"> <li>• knowledge base for studies and work in the field of Quality and Operations Management</li> <li>• knowledge of the foundations of Quality and Operations Management</li> <li>• an introduction to tools and approaches useful in improving organisational processes and products</li> <li>• Understanding of Japanese-style quality management philosophy and processes</li> </ul>		
<i>Fertigkeiten</i>	After completing this module, students will have skills in: <ul style="list-style-type: none"> <li>• language, concepts, and tools to deal with quality and operations issues in order to gain competitive advantage through operations.</li> </ul>		
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i> <i>Selbstständigkeit</i>	After completing this module, students will have skills: <ul style="list-style-type: none"> <li>• familiarization with the problems and issues confronting operations managers</li> <li>• ability of apply principles and methods of an integrated quality and operations management.</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Leistungspunkte</b>	4		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Pflicht		

Lehrveranstaltung L1936: Quality and Operations Management (APU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	4
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56
<b>Dozenten</b>	Prof. Behrooz Asgari
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<ul style="list-style-type: none"> <li>• Operations Strategy in a Global Environment                             <ul style="list-style-type: none"> <li>◦ Operations and Productivity</li> <li>◦ Quality and Operations Management</li> <li>◦ Lean Production</li> </ul> </li> <li>• Decision-Making Tools</li> <li>• Forecasting</li> <li>• Managing Quality                             <ul style="list-style-type: none"> <li>◦ Design for Quality</li> <li>◦ Improvement Processes</li> <li>◦ Total Quality Management</li> </ul> </li> <li>• Statistical Process Control</li> <li>• Process Strategy                             <ul style="list-style-type: none"> <li>◦ Process View. Inventory, Thrupt, Flowtime</li> <li>◦ Work flow management</li> <li>◦ Bottleneck Analysis, Level vs. Chase plans</li> <li>◦ Control charts and Just-in-time Processes</li> </ul> </li> <li>• Capacity Planning                             <ul style="list-style-type: none"> <li>◦ Linear Programming: Objectives, Constraints</li> <li>◦ Linear Programming Formulations</li> </ul> </li> <li>• Location Strategies                             <ul style="list-style-type: none"> <li>◦ Transportation Models</li> <li>◦ Layout Strategy</li> </ul> </li> </ul>
<b>Literatur</b>	<ul style="list-style-type: none"> <li>• Russell, Roberta S., Taylor, Bernard W. (2014) Operations management, Wiley; 8th Edition International Student Version</li> </ul>

Modul M1363: Project Management (APU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Project Management (APU) (L1940)	Vorlesung	4	4
<b>Modulverantwortlicher</b>	Prof. Noboyuki Yamamura		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Basic management subjects.		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<ul style="list-style-type: none"> <li>Practical knowledge and skills to structure manage and evaluate projects</li> <li>Identify project risks</li> <li>Apply methods for motivating teams and retaining focus</li> <li>Knowledge project management that combines the 3K of kakusin (innovation), kaihatu (development), and kaizen (improvement)</li> </ul>		
<i>Wissen</i>			
<i>Fertigkeiten</i>			
<b>Personale Kompetenzen</b>			
<i>Sozialkompetenz</i>	- Teamwork and communication skills - Intercultural management skills specific to Japan and Asia		
<i>Selbstständigkeit</i>	- Leadership and decision making skills. - Project management skills.		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Leistungspunkte</b>	4		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Wahlpflicht		

Lehrveranstaltung L1940: Project Management (APU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	4
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56
<b>Dozenten</b>	Prof. Noboyuki Yamamura
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1368: Management of Japanese Family Businesses (APU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	Management of Japanese Family Businesses (APU) (L1947)	<b>Typ</b>	<b>SWS</b> <b>LP</b>
		Vorlesung	4              4
<b>Modulverantwortlicher</b>	Prof. Kenji Yokoyama		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Basic management subjects.		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i>	<ul style="list-style-type: none"> <li>• Five Models of family business</li> <li>• Issues, such as succession, innovation, relationship with community and longevity</li> <li>• How Japanese family business is different from those of other countries</li> <li>• The secret of the success of Japanese Family business</li> <li>• What are important for successful family business</li> </ul>		
<i>Fertigkeiten</i>	The students will learn management and leadership skills specific to small and medium size family businesses in Japan. This incorporates general communication and project management skills as well as intercultural skills for the Japanese region.		
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i>	- Teamwork and communication skills.		
	- Project management skills.		
<i>Selbstständigkeit</i>	Leadership and decision making skills		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Leistungspunkte</b>	4		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Wahlpflicht		
Lehrveranstaltung L1947: Management of Japanese Family Businesses (APU)			
<b>Typ</b>	Vorlesung		
<b>SWS</b>	4		
<b>LP</b>	4		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Dozenten</b>	Prof. Kenji Yokoyama		
<b>Sprachen</b>	EN		
<b>Zeitraum</b>	WiSe		
<b>Inhalt</b>			
<b>Literatur</b>			

Modul M1367: Supply Chain Management (APU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b> <b>LP</b>
Supply Chain Management (APU) (L1946)		Vorlesung	4              4
<b>Modulverantwortlicher</b>	Prof. Rian Beise-Zee		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	Basic management subjects.		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i>	<ul style="list-style-type: none"> <li>• How the supply chain is designed using fundamental principles</li> <li>• How to achieve balance and efficiency by focusing on Variety: of offerings based on operational efficiency and market demand, Velocity through all processes of the supply chain and Manage inconsistencies carefully to reduce cost and improve quality and transparency to enable continuous learning and improvement</li> <li>• How to improve production and operations in a variety of industries, including manufacturing, banking, health care and retailing</li> </ul>		
<i>Fertigkeiten</i>	<ul style="list-style-type: none"> <li>- Skills to design a supply chain</li> <li>- Skills to improve a supply chain using continuous improvement approaches</li> </ul>		
<b>Personale Kompetenzen</b> <i>Sozialkompetenz</i>	Teamwork and communication skills.		
<i>Selbstständigkeit</i>	<ul style="list-style-type: none"> <li>- Project management skills</li> <li>- Analytical decision making skills</li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Leistungspunkte</b>	4		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Wahlpflicht		

Lehrveranstaltung L1946: Supply Chain Management (APU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	4
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56
<b>Dozenten</b>	Prof. Rian Beise-Zee
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1364: Japanese I (APU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b>
Japanese I (APU) (L1943)		Vorlesung	4
<b>Modulverantwortlicher</b>	Prof. Rian Beise-Zee		
<b>Zulassungsvoraussetzungen</b>	Keine		
<b>Empfohlene Vorkenntnisse</b>	None		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	By the end of the module students will have learned:		
<i>Wissen</i>	<ul style="list-style-type: none"> <li>To speak and familiarize themselves with Japanese as a foreign language</li> <li>The students will be able to identify the basic sounds, words and expressions of the Japanese language. They will be able to say or express basic ideas, sentences, and desires in simple sentences. They will learn to write the Japanese script and learn enough vocabulary to continue with the Basic 2 level course.</li> </ul>		
<i>Fertigkeiten</i>	Students will gain basic communication skills in the Japanese language.		
<b>Personale Kompetenzen</b>			
<i>Sozialkompetenz</i>	Communication skills.		
<i>Selbstständigkeit</i>	The course will help students orienting themselves in every day life in Japan through a better understanding of language and culture.		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56		
<b>Leistungspunkte</b>	4		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Ritsumeikan Asia Pacific University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Wahlpflicht		

Lehrveranstaltung L1943: Japanese I (APU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	4
<b>LP</b>	4
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 64, Präsenzstudium 56
<b>Dozenten</b>	Prof. Rian Beise-Zee
<b>Sprachen</b>	
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

## Fachmodule der Vertiefung Technology Venturing (KTU)

Kaunas University of Technology (KTU) in Lithuania specialises in Technology Venturing during the second year of the GTIME program. Students will gain a broad understanding of the technology venturing process within different size projects and different industrial contexts. All studied topics are pulled together to develop 'right to win' business strategies that are sustainable and differentiated.

The modules at KTU are structured around the following topics: How to initiate technology venturing and develop business model for technology driven business? How to build a successful team for venturing and create a successful start-up? What are the differences between an idea and true opportunity and how to search for promising business opportunities? How to gather the resources necessary to create a great company and leverage venture capital? How to pitch business ideas to investors and manage stakeholder relations? How to assess business value and monitor business growth? What is entrepreneurial leadership in a large company? How to take advantage of doing business within the networks? How to manage corporate intellectual property in order stay competitive in the market? How can organizations fully exploit their potential and capture maximum value for growth and success?

The second-year modules in Kaunas are designed and executed by top academic researchers, and therefore are strongly research oriented. By introducing students to the state-of-the-art in academic research, the aim is to give them necessary tools to properly understand, evaluate and solve real-life cases, and to successfully conduct their final master degree project research.

The problem-based study approach adopted at KTU is intended to disclose a full variety of the problems related to technology venturing that arise in a wide range of different contexts, including: manufacturing, services, small to large organizations and the private and public sectors.

Modul M1376: Business Models Innovation (KTU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Business Models Innovation (KTU) (L1955)	Vorlesung	5	5
<b>Modulverantwortlicher</b>	Prof. Giedrius Juzevičius		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	General management theory (non-mandatory)		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i></p> <ol style="list-style-type: none"> <li>1. Knows the concepts of value innovation and business model innovation, understands their theoretical structure and is capable of making the projections of new value creation</li> <li>2. Knows the theoretical alternatives of new value creation and is capable of applying the methods of rethinking the boundaries of markets and industries</li> <li>3. Knows the main patterns of business models and is capable of linking them with the new value propositions</li> <li>4. Is capable of identifying the opportunities of new business models and new value propositions in the contemporary business environment</li> <li>5. Knows the recent trends of consumption in the contemporary markets and is capable of integrating them into the construction of new value propositions</li> <li>6. Understands the challenges underlying the practical implementation of value innovation and is capable of meeting them successfully in the organizational practice</li> <li>7. Knows the key theories and practices in change management, related to value innovation, and is capable of applying them successfully in organizational activities</li> <li>8. Is capable of testing the prototypes of new value propositions in the market and interpreting the obtained data</li> </ol> <p><i>Fertigkeiten</i></p> <ol style="list-style-type: none"> <li>1. Able to identify new business possibilities through profound and entrepreneurial evaluation of economic, social, and other changes</li> <li>2. Capable of creating innovative business models, processes of innovation implementation, and business intelligence systems.</li> <li>3. Able to think sistemically, critically, and creatively; capable of communicating and presenting the acquired knowledge.</li> </ol>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i></p> <p>Teamwork, discussion, ideas sharing, harmonizing business development and the principles of sustainable development</p> <p><i>Selbstständigkeit</i></p> <p>Presentation skills, literature research, data collection, analyses and interpretation based on gained theoretical concepts.</p>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70		
<b>Leistungspunkte</b>	5		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Kaunas Technical University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology Venturing (KTU): Pflicht		

<b>Lehrveranstaltung L1955: Business Models Innovation (KTU)</b>	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Prof. Giedrius Jucevičius
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	<ul style="list-style-type: none"> <li>• New competition arena: disruptive changes in technology and business               <ul style="list-style-type: none"> <li>◦ Variety of innovations</li> <li>◦ Disruptive innovations: markets and technologies</li> <li>◦ Towards value- and business model innovation</li> </ul> </li> <li>• Redefinition of market boundaries               <ul style="list-style-type: none"> <li>◦ What is my business?</li> <li>◦ Value innovation, "blue ocean strategy", "white space" and other concepts</li> <li>◦ Changes in value chains and evolving profit patterns</li> </ul> </li> <li>• Business model innovation               <ul style="list-style-type: none"> <li>◦ Business model as dominant business logic</li> <li>◦ Business model canvas</li> <li>◦ Innovative business model in different industrial contexts</li> </ul> </li> <li>• Putting new value architecture into practice               <ul style="list-style-type: none"> <li>◦ Prototyping</li> <li>◦ Testing</li> <li>◦ Lean business model canvas</li> </ul> </li> <li>• Managing organizational change to support value innovation               <ul style="list-style-type: none"> <li>◦ Key concepts in change management</li> <li>◦ Overcoming the barriers to implementing value innovation</li> </ul> </li> </ul>
<b>Literatur</b>	<p>Osterwalder, A., Pigneur, Y. (2010). Business Model Generation. London: John Wiley Press.</p> <p>Kim, W.Ch., Mauborgne, R. (2005). Blue Ocean Strategy. Harvard Business School Press.</p> <p>Anthony, Scott D., (2008). "The innovator's guide to growth. : putting disruptive innovation to work".</p> <p>Johnson, Mark W. (2010). Seizing the white space. Boston: Harvard Business Press.</p> <p>Blank, S., Dorf, B. (2012). The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company</p> <p>Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.</p>



Modul M1377: Technology Venturing (KTU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
Technology Venturing (KTU) (L1956)	Vorlesung	5	5
<b>Modulverantwortlicher</b>	Prof. Monika Petraite		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	General management theory (non-mandatory)		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i></p> <p>1. The student is able to initiate technological venture and develop business model for technology driven business. I.e., he (she) is able to generate business idea, and knows major business generation techniques, and is capable to build a technology venturing team corresponding to the competences desired, and team life cycle, as well as is capable to act as a business mentor for start-up. He (she) is knows the techniques of technological business opportunity search and evaluation, including market validation techniques, as well as business communication methods</p> <p>2. The student is able to put technology venture in action, while executing technology business idea market validation, defining go-to-market strategy and taking entrepreneurial marketing decisions, combined with agile product development and business idea pivoting techniques.</p> <p>3. The student is able to carry out financial planning and deal with venture capital issues; to carry out financing modelling and metrics, plan capitalization, manage venture capitalist relations and pitch business ideas to investors.</p> <p><i>Fertigkeiten</i></p> <p>Ability to solve problems, carry out financial modelling and planning, pitch ideas, communicate with stakeholders.</p>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i></p> <p>Communication, team building, idea exchange in social groups.</p> <p><i>Selbstständigkeit</i></p> <p>Presentation and idea pitching skills, communication, business development.</p>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70		
<b>Leistungspunkte</b>	5		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Kaunas Technical University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology Venturing (KTU): Pflicht		

Lehrveranstaltung L1956: Technology Venturing (KTU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Prof. Monika Petraite
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1378: Business Valuation and Investor Relations Management (KTU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	Business Valuation and Investor Relations Management (KTU) (L1957)	<b>Typ</b>	Vorlesung
		<b>SWS</b>	10
		<b>LP</b>	10
<b>Modulverantwortlicher</b>	Prof. Lina Užienė		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	General management theory (non-mandatory)		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i></p> <ol style="list-style-type: none"> <li>1. To understand the essence of business valuation and be able to apply valuation methods within different contexts.</li> <li>2. To understand business financing principles and be able to reason the selection of business financing sources.</li> <li>3. To understand the concept of business risks taken and be able to apply risk management methods.</li> <li>4. To understand principles of organization's communication and be able to develop relations with investors.</li> </ol> <p><i>Fertigkeiten</i></p> <p>Ability to solve problems, analyse case studies, apply valuation methods, pitch ideas, communicate with stakeholders</p>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i></p> <p>The students shall work in teams while solving a real-life business problem, thus they will gain competence in teamwork, communication and idea exchange in social groups.</p> <p><i>Selbstständigkeit</i></p> <p>Presentation skills, literature research, creative methods' application.</p>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 160, Präsenzstudium 140		
<b>Leistungspunkte</b>	10		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Kaunas Technical University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology Venturing (KTU): Pflicht		

Lehrveranstaltung L1957: Business Valuation and Investor Relations Management (KTU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	10
<b>LP</b>	10
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 160, Präsenzstudium 140
<b>Dozenten</b>	Prof. Lina Užienė
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1379: Creative Decision Making (KTU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>		<b>Typ</b>	<b>SWS</b>
Creative Decision Making (KTU) (L1958)		Vorlesung	5
<b>Modulverantwortlicher</b>	Inga Uus		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	General management theory (non-mandatory)		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>			
<i>Wissen</i>	The students shall know the stages of creative decision making, they will be aware of different approaches to creative decision making as well as tactics and tools applied in creative decision making.		
<i>Fertigkeiten</i>	The students shall be able to choose appropriate ways to solve problems on individual and group levels, they shall be able to choose tactics and instruments in order the decision made could be considered creative. The students shall be able to analyse the way the decisions had been made and to recognize creative features of decisions made by others. The course attendants shall solve a real-life business problem in a creative way thus gaining practical skills in creative problem solving.		
<b>Personale Kompetenzen</b>			
<i>Sozialkompetenz</i>	The students shall work in teams while solving a real-life problem, thus they will gain competence in teamwork and idea exchange in social groups.		
<i>Selbstständigkeit</i>	Presentation skills, literature research, creative methods' application.		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70		
<b>Leistungspunkte</b>	5		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Kaunas Technical University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology Venturing (KTU): Wahlpflicht		

Lehrveranstaltung L1958: Creative Decision Making (KTU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Inga Uus
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1380: International Management (KTU)				
<b>Lehrveranstaltungen</b>				
<b>Titel</b>	International Management (KTU) (L1959)	<b>Typ</b>	Vorlesung	<b>SWS</b> 5
<b>Modulverantwortlicher</b>	Prof. Jurgita Sekliuckiene			
<b>Zulassungsvoraussetzungen</b>	None			
<b>Empfohlene Vorkenntnisse</b>	General management theory (non-mandatory)			
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht			
<b>Fachkompetenz</b>	<p><i>Wissen</i> Students will get knowledge in the field of comparative international management. The course will provide students with deeper understanding of the international management processes, especially as far as the national cultural and institutional diversity are concerned. The national diversity is linked with the innovation processes taking place in various socio-cultural contexts.</p> <ol style="list-style-type: none"> <li>1. Knows the main theoretical approaches to international comparative management and relation between the processes of globalization and the remaining aspects of national diversity</li> <li>2. Knows the cultural and institutional parameters of the diversity of international environment of organizations, and is capable of taking them into account while implementing the organizational strategy</li> <li>3. Knows the diversity of international companies and organizations, understands the international aspects of leadership and is capable of performing in the multicultural teams</li> <li>4. Understands the international aspects of human resource management and is capable of applying them in organizational practice</li> <li>5. Knows the strategies of entry into international markets, outsourcing and the aspects of managing the international value networks</li> <li>6. Understands the functioning of international networks of knowledge and innovation and their potential contribution to the competitive advantage of the firm</li> <li>7. Knows the specifics of national systems of management and innovation, and is capable of adapting accordingly the organizational strategies</li> <li>8. Knows the main dimensions of cultural diversity, understands potential areas of cross-cultural conflicts and synergies, and is capable of managing in the culturally diverse environments</li> </ol> <p><i>Fertigkeiten</i> Case study, problem solving sessions</p>			
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i> Teamwork</p> <p><i>Selbstständigkeit</i> Presentation skills, literature research</p>			
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70			
<b>Leistungspunkte</b>	5			
<b>Studienleistung</b>	Keine			
<b>Prüfung</b>	Klausur			
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Kaunas Technical University			
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology Venturing (KTU): Wahlpflicht			

Lehrveranstaltung L1959: International Management (KTU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Prof. Jurgita Sekliuckiene
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1382: Intellectual Property Management (KTU)			
<b>Lehrveranstaltungen</b>			
<b>Titel</b>	Intellectual Property Management (KTU) (L1960)	<b>Typ</b>	Vorlesung
		<b>SWS</b>	5
		<b>LP</b>	5
<b>Modulverantwortlicher</b>	Prof. Lina Užienė		
<b>Zulassungsvoraussetzungen</b>	None		
<b>Empfohlene Vorkenntnisse</b>	General management theory (non-mandatory)		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b>	<p><i>Wissen</i> Intellectual property management competence will be formed for students, while delivering knowledge about the essence of IP, its application and protection strategies for creating international competitiveness of business. After learning the contents of the module student will know and understand main IP exploitation strategies for increasing international business competitiveness. Student will be able to manage the processes of IP creation, exploitation and protection, to define the specifics of IP objects, to perform their search, to define the efficiency of creation and usage, to model the legalization and application strategies and to select international protection means.</p> <ul style="list-style-type: none"> <li>• 1. Know and understand the essence, importance and management peculiarities of intellectual property in the context of international competitiveness. Know the intellectual property objects, their national and international legal protection, understand the operation of intellectual property information system and its possibilities in the business.</li> <li>• 2. Know and understand specifics and methods of intellectual property objects evaluation, applied intellectual property management strategies and their characteristics depending on the objects of local or international protection.</li> <li>• 3. Is able to analyse the environment of intellectual property objects, using national and international information systems of intellectual property objects.</li> <li>• 4. Is able to identify intellectual property objects, to evaluate them and to select most efficient commercialization strategies, with regard to their legalization, protections and usage aspects. Is able to select intellectual property protection means, while applying valid national and international legislations.</li> </ul> <p><i>Fertigkeiten</i> Case study, problem solving sessions.</p>		
<b>Personale Kompetenzen</b>	<p><i>Sozialkompetenz</i> Teamwork, debate, idea exchange in social groups.</p> <p><i>Selbstständigkeit</i> Presentation skills, literature research, data collection, analyses and interpretation based on gained theoretical concepts.</p>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70		
<b>Leistungspunkte</b>	5		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	Klausur		
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Kaunas Technical University		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology Venturing (KTU): Wahlpflicht		

Lehrveranstaltung L1960: Intellectual Property Management (KTU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Prof. Lina Užienė
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

Modul M1383: Management of Organizational Networks (KTU)				
<b>Lehrveranstaltungen</b>				
<b>Titel</b>	Management of Organizational Networks (KTU) (L1961)	<b>Typ</b>	<b>SWS</b>	<b>LP</b>
		Vorlesung	5	5
<b>Modulverantwortlicher</b>	Inga Uus			
<b>Zulassungsvoraussetzungen</b>	None			
<b>Empfohlene Vorkenntnisse</b>	General management theory (non-mandatory)			
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht			
<b>Fachkompetenz</b>	<p><i>Wissen</i> As the course is aimed at gaining the knowledge of and experience in analyzing, developing and managing organizational networks and other types of inter-organizational relationships and systems in diverse institutional contexts, upon completion of the course the students shall know core concepts and theories in analyzing and managing organizational networks. They will understand the peculiarities of designing, creating and managing such inter-organizational structures. The students will also gain knowledge of specific business network structures such as clusters, national business systems, they will be able to recognize and understand the functioning of systems of social innovation, business and manufacturing.</p> <p><i>Fertigkeiten</i> The course provides with knowledge and skills in understanding origins and existence of contemporary organizational networks, their context and main preconditions for the development. Generally this course emphasizes different methodologies, research and approaches to organizational networks by pointing out its complexity in three levels - micro (inter-organizational aspects), meso (clusters, etc.) and macro (social systems).</p> <p>The students will be able to analyze the preconditions and the motives of the evolution of a business network, to define the form of an inter-organizational structure, to define the structure and the system of the relations. They will also be able to manage core activities in the network development. The students will know and shall be able to apply business and entrepreneurship mind-set in different contexts, they shall be able to interpret research results in a broader social context and prepare recommendations for solving the identified problems. The students will be able to understand the evolution, development and management of organizational clusters, they will know the core concepts in cluster management, they will be able to describe the processes that are going on in clusters as well as discuss the value of clusters in wider national and international contexts.</p> <p>The students will be able to use professional terms in the discussions on organizational networks, they will be able to be involved in the discussions on organizational networks at the professional level. They will as well be able to analyze core concepts in organizational networks, and they will be able to manage core processes in organizational networks. The students shall be able to identify strategic challenges, and prepare adequate responses based on smart use of key competences and absorption of external resources. The students shall be able to communicate effectively with people in multicultural environment and make use of modern information technologies.</p>			
<b>Personale Kompetenzen</b>				
<i>Sozialkompetenz</i>	Multinational virtual team work (X-Culture project)			
<i>Selbstständigkeit</i>	Co-working in a multicultural virtual team, project work, writing of an essay.			
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70			
<b>Leistungspunkte</b>	5			
<b>Studienleistung</b>	Keine			
<b>Prüfung</b>	Klausur			
<b>Prüfungsdauer und -umfang</b>	Prüfung abgelegt an der Kaunas Technical University			
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology Venturing (KTU): Wahlpflicht			

Lehrveranstaltung L1961: Management of Organizational Networks (KTU)	
<b>Typ</b>	Vorlesung
<b>SWS</b>	5
<b>LP</b>	5
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 80, Präsenzstudium 70
<b>Dozenten</b>	Inga Uus
<b>Sprachen</b>	EN
<b>Zeitraum</b>	WiSe
<b>Inhalt</b>	
<b>Literatur</b>	

**Thesis**

**Modul M-003: Masterarbeit**

**Lehrveranstaltungen**

Titel	Typ	SWS	LP
<b>Modulverantwortlicher</b>	It. FSPO		
<b>Zulassungsvoraussetzungen</b>	<ul style="list-style-type: none"> <li>Laut ASPO § 21 (1): Es müssen mindestens 60 Leistungspunkte im Studiengang erworben worden sein. Über Ausnahmen entscheidet der Prüfungsausschuss.</li> </ul>		
<b>Empfohlene Vorkenntnisse</b>	keine		
<b>Modulziele/ angestrebte Lernergebnisse</b>	Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht		
<b>Fachkompetenz</b> <i>Wissen</i>  <i>Fertigkeiten</i>  <b>Personale Kompetenzen</b> <i>Sozialkompetenz</i>  <i>Selbstständigkeit</i>	<ul style="list-style-type: none"> <li>Die Studierenden können das Spezialwissen (Fakten, Theorien und Methoden) ihres Studienfaches sicher zur Bearbeitung fachlicher Fragestellungen einsetzen.</li> <li>Die Studierenden können in einem oder mehreren Spezialbereichen ihres Faches die relevanten Ansätze und Terminologien in der Tiefe erklären, aktuelle Entwicklungen beschreiben und kritisch Stellung beziehen.</li> <li>Die Studierenden können eine eigene Forschungsaufgabe in ihrem Fachgebiet verorten, den Forschungsstand erheben und kritisch einschätzen.</li> <li>Die Studierenden sind in der Lage, für die jeweilige fachliche Problemstellung geeignete Methoden auszuwählen, anzuwenden und ggf. weiterzuentwickeln.</li> <li>Die Studierenden sind in der Lage, im Studium erworbenes Wissen und erlernte Methoden auch auf komplexe und/oder unvollständig definierte Problemstellungen lösungsorientiert anzuwenden.</li> <li>Die Studierenden können in ihrem Fachgebiet neue wissenschaftliche Erkenntnisse erarbeiten und diese kritisch beurteilen.</li> <li>Studierende können <ul style="list-style-type: none"> <li>eine wissenschaftliche Fragestellung für ein Fachpublikum sowohl schriftlich als auch mündlich strukturiert, verständlich und sachlich richtig darstellen.</li> <li>in einer Fachdiskussion Fragen fachkundig und zugleich adressatengerecht beantworten und dabei eigene Einschätzungen überzeugend vertreten.</li> </ul> </li> <li>Studierende sind fähig, <ul style="list-style-type: none"> <li>ein eigenes Projekt in Arbeitspakete zu strukturieren und abuarbeiten.</li> <li>sich in ein teilweise unbekanntes Arbeitsgebiet des Studiengangs vertieft einzuarbeiten und dafür benötigte Informationen zu erschließen.</li> <li>Techniken des wissenschaftlichen Arbeitens umfassend in einer eigenen Forschungsarbeit anzuwenden.</li> </ul> </li> </ul>		
<b>Arbeitsaufwand in Stunden</b>	Eigenstudium 900, Präsenzstudium 0		
<b>Leistungspunkte</b>	30		
<b>Studienleistung</b>	Keine		
<b>Prüfung</b>	laut FSPO		
<b>Prüfungsdauer und -umfang</b>	laut FSPO		
<b>Zuordnung zu folgenden Curricula</b>	Global Technology and Innovation Management & Entrepreneurship: Abschlussarbeit: Pflicht		