



## **Modulhandbuch**

Master of Science (M.Sc.)

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

Joint Master

Kohorte: Wintersemester 2025

Stand: 8. Mai 2025



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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** (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 M1602: Product Planning (GTIME)

#### Lehrveranstaltungen

| Titel                                  | Typ                                           | SWS | LP |
|----------------------------------------|-----------------------------------------------|-----|----|
| Produktplanung (GTIME) (L2425)         | Vorlesung                                     | 3   | 3  |
| Produktplanung Seminar (GTIME) (L2426) | Projekt-/problemorientierte Lehrveranstaltung | 2   | 3  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                            |                                                  |                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------------------------------|
| <b>Modulverantwortlicher</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Prof. Moritz Göldner                                                                       |                                                  |                                                         |
| <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><br><i>Wissen</i><br><br>Students will gain insights into:<br><br>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><br><i>Fertigkeiten</i><br>Students will gain deep insights into:<br><br>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><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i> <ul style="list-style-type: none"> <li>• Interact within a team</li> <li>• Raise awareness for globabl issues</li> </ul><br><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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Verpflichtend Bonus</b><br>Ja            20 %                                           | <b>Art der Studienleistung</b><br>Übungsaufgaben | <b>Beschreibung</b><br>Erfolgreiche Teilnahme PBL-Übung |
| <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 L2425: Product Planning (GTIME) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                        | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>SWS</b>                                        | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>LP</b>                                         | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Arbeitsaufwand in Stunden</b>                  | Eigenstudium 48, Präsenzstudium 42                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Dozenten</b>                                   | 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 attractively</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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

| Lehrveranstaltung L2426: Product Planning Seminar (GTIME) |                                                                                                                                                       |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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. 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 M1601: Foundations of Corporate Management (GTIME)                                                                                           |                                                                                                                                                            |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                                                            |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                                                 | <b>SWS</b> | <b>LP</b> |
| Grundlagen der Unternehmensführung (GTIME) (L2417)                                                                                                 | Vorlesung                                                                                                                                                  | 2          | 2         |
| Grundlagen der Unternehmensführung (GTIME) - Seminar (L2825)                                                                                       | Seminar                                                                                                                                                    | 2          | 1         |
| Grundlagen des Internationalen Managements (GTIME) (L2419)                                                                                         | Vorlesung                                                                                                                                                  | 2          | 2         |
| Grundlagen des Internationalen Managements (GTIME) - Seminar (L2826)                                                                               | Seminar                                                                                                                                                    | 2          | 1         |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                            |            |           |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 68, Präsenzstudium 112                                                                                                                        |            |           |
| <b>Leistungspunkte</b>                                                                                                                             | 6                                                                                                                                                          |            |           |
| <b>Studienleistung</b>                                                                                                                             | Keine                                                                                                                                                      |            |           |
| <b>Prüfung</b>                                                                                                                                     | Schriftliche Ausarbeitung                                                                                                                                  |            |           |
| <b>Prüfungsdauer und -umfang</b>                                                                                                                   | ca. 10 Seiten schriftliche Ausarbeitung                                                                                                                    |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Innovation Management: Kernqualifikation: Wahlpflicht<br>Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht |            |           |

| Lehrveranstaltung L2417: Foundations of Business Management (GTIME) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <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 L2825: Foundations of Business Management (GTIME) - Seminar |                                    |
|-------------------------------------------------------------------------------|------------------------------------|
| <b>Typ</b>                                                                    | Seminar                            |
| <b>SWS</b>                                                                    | 2                                  |
| <b>LP</b>                                                                     | 1                                  |
| <b>Arbeitsaufwand in Stunden</b>                                              | Eigenstudium 2, Präsenzstudium 28  |
| <b>Dozenten</b>                                                               | Dr. Stephan Buse, Stephan Bergmann |
| <b>Sprachen</b>                                                               | EN                                 |
| <b>Zeitraum</b>                                                               | WiSe                               |
| <b>Inhalt</b>                                                                 |                                    |
| <b>Literatur</b>                                                              |                                    |

| Lehrveranstaltung L2419: Foundations of International Management (GTIME) |                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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                                                                                                                                                                                                                                                                                                                                                                      |
| <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>                                                         |                                                                                                                                                                                                                                                                                                                                                                                       |

| Lehrveranstaltung L2826: Foundations of International Management (GTIME) - Seminar |                                   |
|------------------------------------------------------------------------------------|-----------------------------------|
| <b>Typ</b>                                                                         | Seminar                           |
| <b>SWS</b>                                                                         | 2                                 |
| <b>LP</b>                                                                          | 1                                 |
| <b>Arbeitsaufwand in Stunden</b>                                                   | Eigenstudium 2, Präsenzstudium 28 |
| <b>Dozenten</b>                                                                    | Dr. Stephan Buse                  |
| <b>Sprachen</b>                                                                    | EN                                |
| <b>Zeitraum</b>                                                                    | SoSe                              |
| <b>Inhalt</b>                                                                      |                                   |
| <b>Literatur</b>                                                                   |                                   |

| Modul M1358: Global Innovation Management              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |
|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |
| Titel                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SWS | LP |
| Management Globaler Innovationen - Seminar (L1934)     | Seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 2   | 3  |
| Management Globaler Innovationen - Vorlesung (L1933)   | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3   | 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><br><i>Wissen</i>                  | <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. 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> |     |    |
| <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.                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| <b>Personale Kompetenzen</b><br><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.                                                                                                                                                                                                                                                                                                                                                               |     |    |
| <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.                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| <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>                       | ca. 10 Seiten schriftliche Ausarbeitung, Präsentation und mündliche Beteiligung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                | Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Pflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |

| Lehrveranstaltung L1934: Managing Global Innovation - Seminar |                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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. Rajnish Tiwari                                                                                                                                                                                                                                                                                                                                                 |
| <b>Sprachen</b>                                               | EN                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Zeitraum</b>                                               | WiSe                                                                                                                                                                                                                                                                                                                                                                                   |
| <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> |

| Lehrveranstaltung L1933: Managing Global Innovation - Lecture |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                    | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>SWS</b>                                                    | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>LP</b>                                                     | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Arbeitsaufwand in Stunden</b>                              | Eigenstudium 48, Präsenzstudium 42                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Dozenten</b>                                               | Dr. Stephan Buse, Prof. Rajnish Tiwari                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Sprachen</b>                                               | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Zeitraum</b>                                               | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <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> |

**Modul M1705: Shaping the world of tomorrow**

**Lehrveranstaltungen**

| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                     | <b>SWS</b> | <b>LP</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------|-----------|
| Die Welt von morgen gestalten (L2718)                                                                                                              |                                                                                                | 4          | 6         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                             |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><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>                                                                                                                   | 5-Minütiger Film + schriftliche Dokumentation                                                  |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Wahlpflicht |            |           |

**Lehrveranstaltung L2718: Shaping the world of tomorrow**

|                                  |                                     |
|----------------------------------|-------------------------------------|
| <b>Typ</b>                       |                                     |
| <b>SWS</b>                       | 4                                   |
| <b>LP</b>                        | 6                                   |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 124, Präsenzstudium 56 |
| <b>Dozenten</b>                  | Prof. Raphaela Vogel                |
| <b>Sprachen</b>                  | EN                                  |
| <b>Zeitraum</b>                  | WiSe                                |
| <b>Inhalt</b>                    |                                     |
| <b>Literatur</b>                 |                                     |

| Modul M1035: Entrepreneurial Finance                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                |                     |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------|---------------------|
| Lehrveranstaltungen                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                |                     |
| Titel                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              | SWS                            | LP                  |
| Entrepreneurial Finance: Case Studies (L1282)          | Seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | 3                              | 4                   |
| Entrepreneurial Finance: Lecture (L1281)               | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              | 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><br><i>Wissen</i>                  | Wissen (subject-related knowledge and understanding): <ul style="list-style-type: none"> <li>• understand the structure of a financial plan for a new venture</li> <li>• understand the procedures, pros and cons of different valuation methods</li> <li>• understand the design of financial contracts and term sheets</li> <li>• understand the interests of venture capital funds</li> <li>• understand the pros and cons of different growth and exit options</li> </ul>                                                                       |              |                                |                     |
| <i>Fertigkeiten</i>                                    | Fertigkeiten (subject-related skills): <ul style="list-style-type: none"> <li>• prepare a financial plan for a new venture</li> <li>• value a new venture 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><br><i>Sozialkompetenz</i> | Sozialkompetenz (Social Competence): <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>                                                                                                                                                                                                                                                                                                                 |              |                                |                     |
| <i>Selbstständigkeit</i>                               | Selbstständigkeit (Autonomy): <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<br>Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Wahlpflicht<br>Internationales Wirtschaftsingenieurwesen: Vertiefung I. Management: Wahlpflicht<br>Mechanical Engineering and Management: Vertiefung Management: Wahlpflicht                                                                                                                                                                                                                     |              |                                |                     |

| Lehrveranstaltung L1282: Entrepreneurial Finance: Case Studies |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                     | Seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <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>                                                | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Inhalt</b>                                                  | <p>Entrepreneurial finance is at the center of a clash of two very distant worlds: that of entrepreneurship and that of finance. Finance is disciplined, based on numbers and logical thinking and looking for proven track records. Entrepreneurship is messy, based on intuition and experimentation and treading off the beaten track. Entrepreneurial finance is the provision of funding to young, innovative, growth-oriented companies. Entrepreneurial companies are young, typically less than ten years old, and introduce innovative products or business models. The younger are called "startups," and are typically less than five years old.</p> <p>There is a variety of investors who can finance entrepreneurial companies: family and friends, business angels, accelerators and incubators, crowdfunding platforms, venture capital firms, corporate investors, etc. The course provides a thorough understanding of what motivates them, of the way they invest, and of what support they can provide to a company at what stage in the fundraising cycle. The course addresses the following key questions: 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?</p> <p>Thus, the course provides an understanding of the whole fundraising cycle, from the moment the entrepreneur conceived her idea to the moment investors exit the company and move on. We examine the entrepreneur's signalling to investors of the qualities of the venture, the investors' evaluation of the venture, the various dimensions of contracting (cash flow rights, control rights, compensation, and other clauses), the negotiation of a deal and the provision of corporate governance, the process of staged financing, the financing through debt, and the exit process through liquidity events such as initial public offering, sale or merger.</p> <p>The following topics will be covered with specific case studies:</p> <ol style="list-style-type: none"> <li>1. Introduction: Evaluating Venture Opportunities</li> <li>2. Financial Planning</li> <li>3. Ownership and Returns</li> <li>4. Valuation Methods</li> <li>5. Term Sheets</li> <li>6. Structuring Deals</li> <li>7. Corporate Governance</li> <li>8. Staged Financing</li> <li>9. Debt Financing</li> <li>10. Exits</li> <li>11. Early Stage &amp; Venture Capital Investors</li> <li>12. Ecosystems</li> </ol> |
| <b>Literatur</b>                                               | Da Rin, Marco, and Thomas Hellmann. Fundamentals of Entrepreneurial Finance. Oxford University Press, 2020.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

| Lehrveranstaltung L1281: Entrepreneurial Finance: Lecture |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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>                                           | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Inhalt</b>                                             | <p>Entrepreneurial finance is at the center of a clash of two very distant worlds: that of entrepreneurship and that of finance. Finance is disciplined, based on numbers and logical thinking and looking for proven track records. Entrepreneurship is messy, based on intuition and experimentation and treading off the beaten track. Entrepreneurial finance is the provision of funding to young, innovative, growth-oriented companies. Entrepreneurial companies are young, typically less than ten years old, and introduce innovative products or business models. The younger are called "startups," and are typically less than five years old.</p> <p>There is a variety of investors who can finance entrepreneurial companies: family and friends, business angels, accelerators and incubators, crowdfunding platforms, venture capital firms, corporate investors, etc. The course provides a thorough understanding of what motivates them, of the way they invest, and of what support they can provide to a company at what stage in the fundraising cycle. The course addresses the following key questions: 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?</p> <p>Thus, the course provides an understanding of the whole fundraising cycle, from the moment the entrepreneur conceived her idea to the moment investors exit the company and move on. We examine the entrepreneur's signalling to investors of the qualities of the venture, the investors' evaluation of the venture, the various dimensions of contracting (cash flow rights, control rights, compensation, and other clauses), the negotiation of a deal and the provision of corporate governance, the process of staged financing, the financing through debt, and the exit process through liquidity events such as initial public offering, sale or merger.</p> <p>The following topics will be covered in lectures:</p> <ol style="list-style-type: none"> <li>1. Introduction: Evaluating Venture Opportunities</li> <li>2. Financial Planning</li> <li>3. Ownership and Returns</li> <li>4. Valuation Methods</li> <li>5. Term Sheets</li> <li>6. Structuring Deals</li> <li>7. Corporate Governance</li> <li>8. Staged Financing</li> <li>9. Debt Financing</li> <li>10. Exits</li> <li>11. Early Stage &amp; Venture Capital Investors</li> <li>12. Ecosystems</li> </ol> |
| <b>Literatur</b>                                          | Da Rin, Marco, and Thomas Hellmann. Fundamentals of Entrepreneurial Finance. Oxford University Press, 2020.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

| 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><br><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 Auslandssemester 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-Bereich ist).</li> </ul> |
| <i>Fertigkeiten</i>                             | <p>Die Studierenden können in ausgewählten Teilbereichen</p> <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</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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|----------------------------------|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Personale Kompetenzen</b>     |                                               | <p>bearbeiten,</p> <ul style="list-style-type: none"> <li>• bei praktischen Fragestellungen in Kontexten, die den technischen Sach- und Fachbezug übersteigen, ihre Entscheidungen zu Organisations- und Anwendungsformen der Technik begründen.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                  | <i>Sozialkompetenz</i>                        | <p>Die Studierenden sind fähig ,</p> <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>                      | <p>Die Studierenden sind in ausgewählten Bereichen in der Lage,</p> <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                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

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|--------------------------------------------------------------------------------------------------------------------------|
| <b>Lehrveranstaltungen</b>                                                                                               |
| <b>Die Informationen zu den Lehrveranstaltungen entnehmen Sie dem separat veröffentlichten Modulhandbuch des Moduls.</b> |

**Modul M1590: Project Seminar Innovation Marketing (GTIME)**

**Lehrveranstaltungen**

| <b>Titel</b>                                           | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>SWS</b> | <b>LP</b> |
|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| Seminar Innovationsmarketing (GTIME) (L2427)           | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 4          | 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><br><i>Wissen</i>                  | <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>                                                                                                                                                                                                                                                     |            |           |
| <i>Fertigkeiten</i>                                    | <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> |            |           |
| <b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i> | <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>                                                                                                                                                                                                                                                                                                                                                                                                                    |            |           |
| <i>Selbstständigkeit</i>                               | <p>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: Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |            |           |

| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Sprachen</b>                                               | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Zeitraum</b>                                               | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Inhalt</b>                                                 | <p>Course Description:</p> <p>In this project seminar, students work on a real-life business case in the overall topic of marketing. In groups of up to eight students and in close contact with one of our institute's members, the students collaborate with the company providing the real-life business case.</p> <p>Why this course is essential:</p> <p>Students apply their theoretical knowledge in real-life business cases and gain experience in working with an actual company. Students will get the chance to present their work to employees from the respective companies and will receive valuable feedback on their work.</p> <p>Content:</p> <p>The specific content depends on the company providing the case. In the past, these companies originated from industries like consulting, food-production, electronics-retailers and many more. The cases have, for example, been concerned with topics like developing marketing campaigns, analyzing current marketing strategies of a company and its competitors, developing personas eligible for a specific product or service.</p> <p>What you will learn and get:</p> <p>At the end of the project seminar, you will have learned to apply your theoretical knowledge in real-life business cases. You will have gained insight into working in a real company and will have had the chance to make valuable contacts in the business world. In the process, you will have gained skills regarding teamwork.</p> |
| <b>Literatur</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

| Modul M1917: Responsible Leadership 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><br><i>Wissen</i><br><i>Fertigkeiten</i>                       |                                                                                            |            |           |
| <b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><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>                                                   | ca. 10 Seiten schriftliche Ausarbeitung und Präsentation                                   |            |           |
| <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>                                    | <p>Csikszentmihalyi, M. (1990). Flow. The Psychology of Optimal Experience. HarperCollins.</p> <p>Williams, M., Penman, D. (2011). Meditation im Alltag. Gelassenheit finden in einer hektischen Welt. Arkana.</p> <p>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.</p> <p>Byrne, E. K., Thatchenkery, T. (2018). How to Use Mindfulness to Increase Your Team's Creativity. Harvard Business Review.</p> <p>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.</p> <p>Den Heijer, P. et al. (2017). Don't Forget to Breathe: A Controlled Trial of Mindfulness Practices in Agile Project Teams. Working Paper.</p> |

| 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. 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, Dr. 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 M1783: Legal Aspects of Technology Management                                                                                                |                                                                                                |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                     | <b>SWS</b> | <b>LP</b> |
| Legale Aspekte des Technologiemanagements (L2942)                                                                                                  | Projektseminar                                                                                 | 5          | 6         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                             |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                |            |           |
| <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>                                                                                                                   | ca. 10 Seiten schriftliche Ausarbeitung und mündliche Präsentation                             |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Wahlpflicht |            |           |

| Lehrveranstaltung L2942: Legal Aspects of Technology Management |                                     |
|-----------------------------------------------------------------|-------------------------------------|
| <b>Typ</b>                                                      | Projektseminar                      |
| <b>SWS</b>                                                      | 5                                   |
| <b>LP</b>                                                       | 6                                   |
| <b>Arbeitsaufwand in Stunden</b>                                | Eigenstudium 110, Präsenzstudium 70 |
| <b>Dozenten</b>                                                 | NN                                  |
| <b>Sprachen</b>                                                 | EN                                  |
| <b>Zeitraum</b>                                                 | WiSe                                |
| <b>Inhalt</b>                                                   |                                     |
| <b>Literatur</b>                                                |                                     |

| Modul M1701: Digital Economics                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |            |           |
|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |            |           |
| <b>Titel</b>                                           | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>SWS</b> | <b>LP</b> |
| Digital Economics (L2715)                              | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 2          | 3         |
| Digital Economics (L2716)                              | Projekt-/problemorientierte<br>Lehrveranstaltung                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 2          | 3         |
| <b>Modulverantwortlicher</b>                           | Prof. Timo Heinrich                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |           |
| <b>Zulassungsvoraussetzungen</b>                       | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |           |
| <b>Empfohlene Vorkenntnisse</b>                        | Knowledge of economics as taught in the Economics module is expected.                                                                                                                                                                                                                                                                                                                                                                                                                            |            |           |
| <b>Modulziele/ angestrebte<br/>Lernergebnisse</b>      | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                                                                                                                                                                                                                                                                                                                                                                        |            |           |
| <b>Fachkompetenz</b><br><i>Wissen</i>                  | <p>The students know</p> <ul style="list-style-type: none"> <li>• basic concepts of game theory, auction theory and mechanism design,</li> <li>• the properties of online advertising markets and matching markets,</li> <li>• basic concepts of social choice,</li> <li>• models of belief formation,</li> <li>• how trust is established in online interactions,</li> <li>• current models of behavioral economics as well as</li> <li>• empirical results concerning these topics.</li> </ul> |            |           |
| <i>Fertigkeiten</i>                                    | <p>On the basis of the knowledge acquired, students will be able to</p> <ul style="list-style-type: none"> <li>• analyze and model behavior in digital networks and markets,</li> <li>• understand and discuss current empirical research on the topic and</li> <li>• develop their own empirical research questions.</li> </ul>                                                                                                                                                                 |            |           |
| <b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i> | <p>Students will be able to</p> <ul style="list-style-type: none"> <li>• participate in subject-specific and interdisciplinary discussions on the topics of the course,</li> <li>• present and discuss their work results from empirical studies and</li> <li>• cooperate successfully and respectfully in a team.</li> </ul>                                                                                                                                                                    |            |           |
| <i>Selbstständigkeit</i>                               | <p>Students will be able to</p> <ul style="list-style-type: none"> <li>• identify empirical research questions from the areas of the courses and analyze and answer them independently and in a team,</li> <li>• acquire knowledge about the subject area independently and transfer the acquired knowledge to new questions as well as</li> <li>• critically evaluate the results of their work.</li> </ul>                                                                                     |            |           |
| <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>                       | 10- bis 15-seitige Ausarbeitung                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |            |           |
| <b>Zuordnung zu folgenden<br/>Curricula</b>            | Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Wahlpflicht<br>Internationales Wirtschaftsingenieurwesen: Vertiefung I. Management: Wahlpflicht                                                                                                                                                                                                                                                                                                               |            |           |

| Lehrveranstaltung L2715: Digital Economics |                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                 | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>SWS</b>                                 | 2                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>LP</b>                                  | 3                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Arbeitsaufwand in Stunden</b>           | Eigenstudium 62, Präsenzstudium 28                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Dozenten</b>                            | Prof. Timo Heinrich                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Sprachen</b>                            | EN                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Zeitraum</b>                            | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Inhalt</b>                              | <ul style="list-style-type: none"> <li>• Experimental economics</li> <li>• Game theory</li> <li>• Auction theory</li> <li>• Mechanism design</li> <li>• Online advertising markets</li> <li>• Matching markets</li> <li>• Social choice</li> <li>• Belief formation</li> <li>• Reputation systems</li> </ul>                                                                                                         |
| <b>Literatur</b>                           | <ul style="list-style-type: none"> <li>• Parkes/Seuken: Algorithmic Economics: A Design Approach, Unpublished, 2020</li> <li>• Easley/Kleinberg: Networks, Crowds and Markets, Cambridge University Press, 2010</li> <li>• Weimann/Brosig-Koch: Methods in Experimental Economics, Springer, 2019</li> <li>• Pass: A Course in Networks and Markets: Game-theoretic Models and Reasoning, MIT Press, 2019</li> </ul> |

| Lehrveranstaltung L2716: Digital Economics |                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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. Timo Heinrich                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Sprachen</b>                            | EN                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Zeitraum</b>                            | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Inhalt</b>                              | Students examine existing empirical studies on topics covered in the lecture and develop their own research questions and study designs.                                                                                                                                                                                                                                                                             |
| <b>Literatur</b>                           | <ul style="list-style-type: none"> <li>• Parkes/Seuken: Algorithmic Economics: A Design Approach, Unpublished, 2020</li> <li>• Easley/Kleinberg: Networks, Crowds and Markets, Cambridge University Press, 2010</li> <li>• Weimann/Brosig-Koch: Methods in Experimental Economics, Springer, 2019</li> <li>• Pass: A Course in Networks and Markets: Game-theoretic Models and Reasoning, MIT Press, 2019</li> </ul> |

## Modul M1988: Data Literacy

### Lehrveranstaltungen

| Titel                                                                                                                                              | Typ                                                                                            | SWS | LP |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----|----|
| Datenkompetenz - PBL Vorlesung (L3234)                                                                                                             | Projekt-/problembasierte Lehrveranstaltung                                                     | 3   | 3  |
| Datenkompetenz - Seminar (L3235)                                                                                                                   | Seminar                                                                                        | 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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                |     |    |
| <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>                                                                                                                   | ca. 10 Seiten schriftliche Ausarbeitung, Präsentation und mündliche Mitarbeit im Kurs          |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Wahlpflicht |     |    |

### Lehrveranstaltung L3234: Data Literacy - PBL Lecture

|                                  |                                            |
|----------------------------------|--------------------------------------------|
| <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>                  | NN, Prof. Christoph Stockstrom             |
| <b>Sprachen</b>                  | EN                                         |
| <b>Zeitraum</b>                  | WiSe                                       |
| <b>Inhalt</b>                    |                                            |
| <b>Literatur</b>                 |                                            |

### Lehrveranstaltung L3235: Data Literacy - Seminar

|                                  |                                              |
|----------------------------------|----------------------------------------------|
| <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. Christoph Stockstrom |
| <b>Sprachen</b>                  | EN                                           |
| <b>Zeitraum</b>                  | WiSe                                         |
| <b>Inhalt</b>                    |                                              |
| <b>Literatur</b>                 |                                              |

| Modul M2015: Technology Management (GTIME)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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<b>Fachkompetenz</b><br><i>Wissen</i><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br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| Lehrveranstaltung L2423: Technology Management (GTIME) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                             | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>SWS</b>                                             | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>LP</b>                                              | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Arbeitsaufwand in Stunden</b>                       | Eigenstudium 48, Präsenzstudium 42                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Dozenten</b>                                        | Prof. Tim Schweisfurth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Sprachen</b>                                        | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Zeitraum</b>                                        | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Inhalt</b>                                          | <p>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.</p> <p>This lecture is part of the Module Technology Management and can not be separately choosen.</p> |
| <b>Literatur</b>                                       | Leiblein, M./Ziedonis, A.: Technology Strategy and Inoovation Management, Elgar Research Collection, Northhampton (MA) 2011                                                                                                                                                                                                                                                                                                                                                                                       |

| Lehrveranstaltung L2424: Technology Management Seminar (GTIME) |                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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. Tim Schweisfurth, Harold Gamero Maldonado                                                                                                                                                                                                                                                                                                                         |
| <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 M1034: Technology Entrepreneurship               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |    |
|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |    |
| Titel                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | SWS | LP |
| Creation of Business Opportunities (L1280)             | Projekt-/problemorientierte Lehrveranstaltung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 3   | 3  |
| Entrepreneurship (L1279)                               | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 2   | 3  |
| <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><br><i>Wissen</i>                  | <p>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>                                                                                                                                      |     |    |
| <i>Fertigkeiten</i>                                    | <p>Fertigkeiten (subject-related skills):</p> <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> |     |    |
| <b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i> | <p>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>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| <i>Selbstständigkeit</i>                               | <p>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>                | <p>Global Technology and Innovation Management &amp; Entrepreneurship: Kernqualifikation: Wahlpflicht</p> <p>Internationales Wirtschaftsingenieurwesen: Vertiefung I. Management: Wahlpflicht</p> <p>Logistik, Infrastruktur und Mobilität: Kernqualifikation: Wahlpflicht</p> <p>Mechanical Engineering and Management: Vertiefung Management: Wahlpflicht</p>                                                                                                                                                                                                                                                                                                                                        |     |    |

| Lehrveranstaltung L1280: Creation of Business Opportunities |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                  | Projekt-/problem-basierte Lehrveranstaltung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>SWS</b>                                                  | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>LP</b>                                                   | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Arbeitsaufwand in Stunden</b>                            | Eigenstudium 48, 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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

| Lehrveranstaltung L1279: Entrepreneurship |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>SWS</b>                                | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>LP</b>                                 | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Arbeitsaufwand in Stunden</b>          | Eigenstudium 62, 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                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |
|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |
| Titel                                                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | SWS | LP |
| 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><br><i>Wissen</i><br><br><i>Fertigkeiten</i>                       | <p>The students know:</p> <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> <p>The students are able:</p> <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><br><i>Sozialkompetenz</i><br><br><i>Selbstständigkeit</i> | <p>The students are able:</p> <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> <p>The students are able:</p> <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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <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                   |
| <b>Sprachen</b>                               | EN                                 |
| <b>Zeitraum</b>                               | SoSe                               |
| <b>Inhalt</b>                                 | Siehe korrespondierende Vorlesung  |
| <b>Literatur</b>                              | Siehe korrespondierende Vorlesung  |

| Modul M1360: Sustainable Innovation Management                                                                                                     |                                                                                            |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                            |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                 | <b>SWS</b> | <b>LP</b> |
| Nachhaltiges Innovationsmanagement (L1937)                                                                                                         | Vorlesung                                                                                  | 4          | 3         |
| Nachhaltiges Innovationsmanagement - Seminar (L1938)                                                                                               | Projekt-/problembasierte Lehrveranstaltung                                                 | 3          | 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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                            |            |           |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 82, Präsenzstudium 98                                                         |            |           |
| <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: Sustainable Innovation Management |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                 | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>SWS</b>                                                 | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>LP</b>                                                  | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Arbeitsaufwand in Stunden</b>                           | Eigenstudium 34, Präsenzstudium 56                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

| Lehrveranstaltung L1938: Sustainable Innovation Management -Seminar |                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                          | Projekt-/problemorientierte 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>                                                       | 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.                                                                                                                                       |

| Modul M0855: Marketing (Sales and Services / Innovation Marketing) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |           |
|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <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 Lühje                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |            |           |
| <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><br><i>Wissen</i>                              | <p>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> |            |           |
| <i>Fertigkeiten</i>                                                | <p>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><br><i>Sozialkompetenz</i>             | <p>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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |           |
| <i>Selbstständigkeit</i>                                           | <p>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, schriftliche Klausur                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                            | <p>Global Technology and Innovation Management &amp; Entrepreneurship: Kernqualifikation: Pflicht<br/> Internationales Wirtschaftsingenieurwesen: Vertiefung I. Management: Wahlpflicht<br/> Mechanical Engineering and Management: Vertiefung Management: Wahlpflicht<br/> Mediziningenieurwesen: Vertiefung Künstliche Organe und Regenerative Medizin: Wahlpflicht<br/> Mediziningenieurwesen: Vertiefung Implantate und Endoprothesen: Wahlpflicht<br/> Mediziningenieurwesen: Vertiefung Medizin- und Regelungstechnik: Wahlpflicht<br/> Mediziningenieurwesen: Vertiefung Management und Administration: Pflicht</p>                                                                                                                                                                                                                                                                                                                                                                              |            |           |

| 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>The "Marketing of Innovation" course offers advanced insights into the unique challenges of marketing innovative products and services. Through a blend of research-based knowledge and practical tools, students will learn to navigate the complexities of dynamic market environments, ensuring that innovations meet customer needs and achieve market success.</p> <p>Why This Course is Essential:</p> <p>In a rapidly changing world where innovation drives competitive advantage, understanding how to market and sell new products and services is critical. This course equips students with the essential skills to bridge the gap between technological advancements and market needs, enabling them to contribute to the success of innovative companies and address societal challenges through effective marketing strategies.</p> <p>Content:</p> <ul style="list-style-type: none"> <li>• What are the unique challenges in marketing innovative products and services?</li> <li>• How can companies effectively gather and utilize information about future customer needs?</li> <li>• What strategies ensure that new products and services are customer-oriented from conception to market launch?</li> <li>• How can innovative products be priced, promoted, and sold effectively in competitive markets?</li> </ul> <p>What You Will Learn and Get:</p> <p>In this course, students will develop a comprehensive understanding of the unique aspects of marketing innovative products and services. They will master advanced tools and strategies for market analysis, enabling them to evaluate current market conditions and predict future trends with confidence. Students will learn how to gather and integrate customer needs into the development process, ensuring that new products and services are both innovative and customer-oriented.</p> <p>Furthermore students will enhance their ability to work collaboratively, engaging in group discussions and projects where they will learn to articulate their ideas clearly, exchange constructive feedback, and synthesize diverse perspectives into original solutions. They will also refine their presentation skills, learning to communicate complex concepts in a clear and concise manner.</p> <p>Additionally, the course encourages self-directed learning, equipping students with the ability to independently acquire and apply knowledge to new and complex problem areas. They will develop critical thinking skills, allowing them to thoughtfully consider and reflect on proposed marketing strategies and business decisions. By the end of the course, students will not only be equipped with the theoretical knowledge to succeed in innovation marketing but also with the personal and social skills necessary to thrive in collaborative, fast-paced environments.</p> |
| <b>Literatur</b>                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

| 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 M1987: Digitisation & Innovation

### Lehrveranstaltungen

| Titel                                                                                                                                              | Typ                                                                                            | SWS | LP |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----|----|
| Digitalisierung & Innovation (L2939)                                                                                                               | Projekt-/problembasierte Lehrveranstaltung                                                     | 3   | 3  |
| Digitalisierung & Innovation - Seminar (L2940)                                                                                                     | Seminar                                                                                        | 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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                |     |    |
| <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>                                                                                                                   | ca. 10 Seiten schriftliche Ausarbeitung, Präsentation und mündliche Mitarbeit im Kurs          |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Kernqualifikation: Wahlpflicht |     |    |

### Lehrveranstaltung L2939: Digitisation & Innovation

|                                  |                                            |
|----------------------------------|--------------------------------------------|
| <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                           |
| <b>Sprachen</b>                  | EN                                         |
| <b>Zeitraum</b>                  | SoSe                                       |
| <b>Inhalt</b>                    |                                            |
| <b>Literatur</b>                 |                                            |

### Lehrveranstaltung L2940: Digitisation & Innovation - Seminar

|                                  |                                    |
|----------------------------------|------------------------------------|
| <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                   |
| <b>Sprachen</b>                  | EN                                 |
| <b>Zeitraum</b>                  | SoSe                               |
| <b>Inhalt</b>                    |                                    |
| <b>Literatur</b>                 |                                    |

## Fachmodule der Vertiefung Entrepreneurial Business Engineering (AAU)

Geschäftsentwicklung durch Technologie, Innovation und Unternehmertum sind die Schlüsselkompetenzen der Zukunft in der globalen Geschäftswelt, sowohl in Start-up-Unternehmen, etablierten privaten Organisationen als auch in Wissens- und Dienstleistungsorganisationen des öffentlichen Sektors. Neue Wege zur Wertschöpfung zu finden, ist zunehmend eine Bedingung für private und öffentliche Organisationen.

In Entrepreneurial Engineering lernen Sie, wie Sie ein Unternehmen gründen, entwickeln und stärken können. Sie erhalten Einblicke in Methoden und Prozesse sowie in Organisations- und Managementprinzipien in Bezug auf Innovation und Unternehmertum in neuen und etablierten Unternehmen.

Sie erhalten Kenntnisse über:

Unternehmensgründung und -entwicklung

Im Kernfach des Studiengangs spezialisieren Sie sich auf Corporate Entrepreneurship und Gestaltungsprozesse, technologisches Innovationsmanagement und angewandte Geschäftsmodellierung, Finanzmanagement und Finanzierung für Unternehmer, Marketing und Projektmanagement. Darauf aufbauend können Sie in Semesterprojekten wählen, ob Sie sich auf die Gründung eines eigenen Unternehmens konzentrieren oder mit einem bereits etablierten Unternehmen zusammenarbeiten.

Durch problembasiertes Lernen entwickeln Sie Kompetenzen, um Lösungen für aktuelle und spezifische unternehmerische Herausforderungen sowohl einzeln als auch im Team zu identifizieren, zu analysieren und zu präsentieren. So bauen Sie ein Ausbildungsprofil auf, das Sie darauf vorbereitet, an komplexen Veränderungsprozessen mitzuwirken und neue Lösungen zu entwickeln.

Ideenfindung, -umsetzung und -entwicklung

Methoden, Prozesse und Prinzipien für Management und Organisationen, um Innovation und Unternehmertum zu verfolgen

| Modul M1821: Semester Project incl. Executing Entrepreneurial Ideas (AAU)          |                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |     |    |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----|----|
| Lehrveranstaltungen                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |     |    |
| Titel                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Typ            | SWS | LP |
| Semesterprojekt inkl. Umsetzung von unternehmerischen Ideen (AAU) (L3018)          |                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Projektseminar | 15  | 15 |
| Modulverantwortlicher                                                              | NN                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |     |    |
| Zulassungsvoraussetzungen                                                          | None                                                                                                                                                                                                                                                                                                                                                                                                                                             |                |     |    |
| Empfohlene Vorkenntnisse                                                           | None                                                                                                                                                                                                                                                                                                                                                                                                                                             |                |     |    |
| Modulziele/ angestrebte Lernergebnisse                                             | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                                                                                                                                                                                                                                                                                                                        |                |     |    |
| <b>Fachkompetenz</b><br><i>Wissen</i>                                              | The objective is that the student after the module possesses the necessary knowledge on: <ul style="list-style-type: none"><li>resources for entrepreneurial processes and strategy, including IPR strategy.</li><li>important framework conditions for entrepreneurs such as policy, business incubators and technology transfer offices.</li><li>core constructs of entrepreneurship of relevance to executing entrepreneurial ideas</li></ul> |                |     |    |
| <i>Fertigkeiten</i>                                                                | The objective is that the student after the module possesses the necessary skills in: <ul style="list-style-type: none"><li>planning business development and assessing the role of creativity in that.</li><li>giving a critical perspective on effective and efficient business planning.</li></ul>                                                                                                                                            |                |     |    |
| <b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> | The objective is that the student after the module possesses the necessary competences in: <ul style="list-style-type: none"><li>independently create, coordinate and execute a business plan.</li><li>developing novel recommendations for executing entrepreneurial ideas and promoting entrepreneurship.</li></ul>                                                                                                                            |                |     |    |
| Arbeitsaufwand in Stunden                                                          | Eigenstudium 240, Präsenzstudium 210                                                                                                                                                                                                                                                                                                                                                                                                             |                |     |    |
| Leistungspunkte                                                                    | 15                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |     |    |
| Studienleistung                                                                    | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |     |    |
| Prüfung                                                                            | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                |                |     |    |
| Prüfungsdauer und -umfang                                                          | 40 min                                                                                                                                                                                                                                                                                                                                                                                                                                           |                |     |    |
| Zuordnung zu folgenden Curricula                                                   | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU); Pflicht                                                                                                                                                                                                                                                                                                                   |                |     |    |

| Lehrveranstaltung L3018: Semester Project incl. Executing Entrepreneurial Ideas (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                                            | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>SWS</b>                                                                            | 15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>LP</b>                                                                             | 15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Arbeitsaufwand in Stunden</b>                                                      | Eigenstudium 240, Präsenzstudium 210                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Dozenten</b>                                                                       | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Sprachen</b>                                                                       | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Zeitraum</b>                                                                       | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Inhalt</b>                                                                         | <p>Both in an existing organisation and as an individual entrepreneur bringing innovative ideas into life requires planning, management, resources, competencies and environments conducive for taking the idea forward.</p> <p>This module provides an understanding of how to pursue opportunities but also on learning and practising this. The module adds an applied dimension to several entrepreneurship topics. While introducing a number of instruments for business planning the module also provides a critical perspective on business planning and on the rationale for promoting entrepreneurship. Moreover, the module introduces some of the most important framework conditions for university-based entrepreneurs. Finally, as 'There is nothing as practical as a good theory' we will also deal with some of the core theoretical issues in entrepreneurship.</p> |
| <b>Literatur</b>                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

| Modul M1822: Management of Technological Innovation and Applied Business Modelling (AAU)        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |            |           |
|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |            |           |
| <b>Titel</b>                                                                                    | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>SWS</b> | <b>LP</b> |
| Management der technologischen Innovation und angewandte Unternehmensmodellierung (AAU) (L3019) | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 10         | 10        |
| <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><br><i>Wissen</i>                                                           | <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>main concepts, definitions, theories and models related to management of technological innovation processes and business models.</li> <li>theories on how contextual factors affect the innovation processes within firms.</li> <li>how to distinguish between different business models and innovation types applied in different industries</li> <li>and insights into the important role of change in organisations, and how firms should organise and manage such transition processes accordingly - both strategically and operationally.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |           |
| <i>Fertigkeiten</i>                                                                             | <p><b>SKILLS</b></p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>finding, accessing and assessing relevant data and information from databases and online sources on firms' innovation and business modelling activities</li> <li>identifying the various challenges involved in innovation processes and making recommendations for handling these challenges.</li> <li>analytically and critically arguing for the most suitable business model for a new business based on data collected through desk- and field research.</li> <li>applying the business model as a strategic tool of communication within new business creation including reflecting upon different archetypes of business models and scenarios of business model prototyping</li> </ul> <p><b>COMPETENCES</b></p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>independently coordinating and conducting an analysis of innovation processes in a firm.</li> <li>developing recommendations for innovation management and applied business modelling in different types of organisations from both an external and internal perspective.</li> <li>being self-reflective, critical and open to different actors, competencies and constraints through a process of organisational transition and change.</li> </ul> |            |           |
| <b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i>              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |            |           |
| <b>Arbeitsaufwand in Stunden</b>                                                                | Eigenstudium 160, Präsenzstudium 140                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |           |
| <b>Leistungspunkte</b>                                                                          | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |           |
| <b>Studienleistung</b>                                                                          | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |           |
| <b>Prüfung</b>                                                                                  | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |           |
| <b>Prüfungsdauer und -umfang</b>                                                                | 40 min                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                         | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |           |

| Lehrveranstaltung L3019: Management of Technological Innovation and Applied Business Modelling (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                                                           | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>SWS</b>                                                                                           | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>LP</b>                                                                                            | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Arbeitsaufwand in Stunden</b>                                                                     | Eigenstudium 160, Präsenzstudium 140                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Dozenten</b>                                                                                      | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Sprachen</b>                                                                                      | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Zeitraum</b>                                                                                      | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Inhalt</b>                                                                                        | <p>Facing intense competition, companies find themselves competing under ever-changing conditions. Those changes force companies to rethink, reorganize and innovate their business offerings and processes as well as change their business model in order to remain competitive. Therefore, management of technological innovation and applied business modelling has become a key challenge for firms.</p> <p>The purpose of the module is to give the students an insight in technological innovation management and applied business modelling, both as a descriptive discipline for existing business, and an innovation discipline for new business. In doing so, this module addresses fundamental issues, and introduces new ideas and theoretical perspectives, both as a descriptive discipline for existing business, and an innovation discipline for new business. We will take a look at the foundations and dynamics of technological innovation and business modelling as well as the implications for firms.</p> <p>This objective includes helping students in attaining better understanding, skills, and competences regarding the role of technology, innovation and change in business as well as the challenges available in, and solutions offered though, organizational transition and change processes. Throughout the module it is emphasised how an organisation, and changes in an organisation, can be understood in relationship with the context of business model innovation as well as technological innovation management.</p> <p>In addition, the module will illustrate ways in which managers could deal with some of these technological innovation and business modelling challenges. Prominence attention is given for providing the students with frameworks and methods that are both theoretically sound and practically useful.</p> |
| <b>Literatur</b>                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

| Modul M1823: Corporate Entrepreneurship, Management and Technology (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| Titel                                                                    | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SWS | LP |
| Unternehmerische Initiative, Management und Technologie (AAU) (L3020)    | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5   | 5  |
| Modulverantwortlicher                                                    | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |
| Zulassungsvoraussetzungen                                                | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |    |
| Empfohlene Vorkenntnisse                                                 | none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |    |
| Modulziele/ angestrebte Lernergebnisse                                   | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |    |
| Fachkompetenz                                                            | <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"><li>main concepts, models and frameworks related to corporate entrepreneurship, technology and innovation</li><li>the role and impact of corporate entrepreneurship, management and technology in organisations.</li><li>high-impact innovation processes and how to organize them in and around companies in interaction with relevant actors in the business environment.</li></ul> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"><li>identifying and analysing challenges of corporate entrepreneurship, management and technology in organizations.</li><li>identifying relevant external actors and networks to consider in pursuing corporate entrepreneurship.</li><li>choosing relevant theories, methods, and tools in analysing issues related to corporate entrepreneurship management and technology.</li></ul> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"><li>auditing, evaluating and contributing to design of the innovative capabilities of an established organisation.</li><li>navigating in contexts of corporate entrepreneurship, management and technology given the complexity, politics and emergent nature of the processes.</li></ul> <p>developing conceptual solutions to the challenges faced by established organisations when attempting to organise corporate entrepreneurship, management and technology.</p> |     |    |
| Wissen                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| Fertigkeiten                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| Personale Kompetenzen                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| Sozialkompetenz                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| Selbstständigkeit                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| Arbeitsaufwand in Stunden                                                | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |
| Leistungspunkte                                                          | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| Studienleistung                                                          | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |    |
| Prüfung                                                                  | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| Prüfungsdauer und -umfang                                                | 40 min                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |    |
| Zuordnung zu folgenden Curricula                                         | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |

| Lehrveranstaltung L3020: Corporate Entrepreneurship, Management and Technology (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                                           | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>SWS</b>                                                                           | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>LP</b>                                                                            | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Arbeitsaufwand in Stunden</b>                                                     | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Dozenten</b>                                                                      | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Sprachen</b>                                                                      | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Zeitraum</b>                                                                      | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Inhalt</b>                                                                        | <p>In a rapidly changing world that we live in, it is utmost important for organisations to continuously develop new services, products, and business areas to survive and grow. In terms of creating changes through innovation and business development, established firms face challenges different from those that new firms face. In this module, we aim to understand the role and the processes of corporate entrepreneurship in established firms. We will also explore the external business context - local, national, global networks - that firms are a part of and interacting with, when pursuing innovation and business development. Furthermore, technological aspects of business development and innovation in established companies is explored both in product, process and business model innovation.</p> <p>The module covers both theoretical and practical insights through lectures, discussions and case assignments.</p> |
| <b>Literatur</b>                                                                     | to be announced                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

| Modul M1824: Project Based Business Cooperation I (AAU)                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |
| Titel                                                                                                                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | SWS | LP |
| Projektbezogene wirtschaftliche Zusammenarbeit I (AAU) (L3021)                                                                                         | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 10  | 10 |
| <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><br><i>Wissen</i><br><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i><br><i>Fertigkeiten</i> | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>• how organisations apply principles from the master programme discipline in practice.</li> <li>• practical issues within master programme issues.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>• applying relevant knowledge and skills in practice to identify and solve specific master programme - related task in collaboration with external partners.</li> <li>• critically thinking and reflecting on practice to connect theory and practice, including how principles from the master programme disciplines can be applied in practice.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>• converting practical experiences performed during the business cooperation into learning and new knowledge.</li> <li>• combining theory and practice to solve master programme-related tasks.</li> </ul> |     |    |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                       | Eigenstudium 160, Präsenzstudium 140                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |    |
| <b>Leistungspunkte</b>                                                                                                                                 | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |
| <b>Studienleistung</b>                                                                                                                                 | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| <b>Prüfung</b>                                                                                                                                         | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |    |
| <b>Prüfungsdauer und -umfang</b>                                                                                                                       | 40 min                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                                | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |

| Lehrveranstaltung L3021: Project based Business Cooperation I (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                          | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>SWS</b>                                                          | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>LP</b>                                                           | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Arbeitsaufwand in Stunden</b>                                    | Eigenstudium 160, Präsenzstudium 140                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Dozenten</b>                                                     | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Sprachen</b>                                                     | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Zeitraum</b>                                                     | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Inhalt</b>                                                       | <p>In this module the student will complete collaborative process with a Danish or foreign organisation. This allows students to gain a minimum of 240 hours of valuable work experience while studying. During the collaborative process, students will work on a specific project related to the master programme while working on identifying, exploring, analysing and reflecting on a master programme-related problem of their choice.</p> <p>The purpose of this module is to allow the student to acquire practical experience through working in an organisation with a specific project and bring their knowledge into play by trying out their theoretical and methodological competences in practice. The business cooperation will result in a written report, where the student explicates the knowledge, skills, and competencies acquired during the internship and combine it with contemporary knowledge acquired in the core modules of the master programme. A supervisor will be assigned to the student.</p> |
| <b>Literatur</b>                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

| Modul M1825: Project Based Business Cooperation II (AAU)                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |
| Titel                                                                                                                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | SWS | LP |
| Projektbezogene wirtschaftliche Zusammenarbeit II (AAU) (L3024)                                                                                        | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 15  | 15 |
| <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><br><i>Wissen</i><br><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i><br><i>Fertigkeiten</i> | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>• how organisations apply principles from the master programme discipline in practice.</li> <li>• practical issues within master programme issues.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>• applying relevant knowledge and skills in practice to identify and solve specific master programme - related task in collaboration with external partners.</li> <li>• critically thinking and reflecting on practice to connect theory and practice, including how principles from the master programme disciplines can be applied in practice.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>• converting practical experiences performed during the business cooperation into learning and new knowledge.</li> <li>• combining theory and practice to solve master programme-related tasks.</li> </ul> |     |    |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                       | Eigenstudium 240, Präsenzstudium 210                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |    |
| <b>Leistungspunkte</b>                                                                                                                                 | 15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |
| <b>Studienleistung</b>                                                                                                                                 | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| <b>Prüfung</b>                                                                                                                                         | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |    |
| <b>Prüfungsdauer und -umfang</b>                                                                                                                       | 40 min                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                                | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |

| Lehrveranstaltung L3024: Project based Business Cooperation II (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                           | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>SWS</b>                                                           | 15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>LP</b>                                                            | 15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Arbeitsaufwand in Stunden</b>                                     | Eigenstudium 240, Präsenzstudium 210                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Dozenten</b>                                                      | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Sprachen</b>                                                      | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Zeitraum</b>                                                      | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Inhalt</b>                                                        | <p>In this module the student will complete collaborative process with a Danish or foreign organisation. This allows students to gain a minimum of 240 hours of valuable work experience while studying. During the collaborative process, students will work on a specific project related to the master programme while working on identifying, exploring, analysing and reflecting on a master programme-related problem of their choice.</p> <p>The purpose of this module is to allow the student to acquire practical experience through working in an organisation with a specific project and bring their knowledge into play by trying out their theoretical and methodological competences in practice. The business cooperation will result in a written report, where the student explicates the knowledge, skills, and competencies acquired during the internship and combine it with contemporary knowledge acquired in the core modules of the master programme. A supervisor will be assigned to the student.</p> |
| <b>Literatur</b>                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

| Modul M1826: Project Based Business Cooperation III (AAU)                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |
| Titel                                                                                                                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | SWS | LP |
| Projektbezogene wirtschaftliche Zusammenarbeit III (AAU) (L3025)                                                                                       | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 20  | 20 |
| <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><br><i>Wissen</i><br><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i><br><i>Fertigkeiten</i> | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>• how organisations apply principles from the master programme discipline in practice.</li> <li>• practical issues within master programme issues.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>• applying relevant knowledge and skills in practice to identify and solve specific master programme - related task in collaboration with external partners.</li> <li>• critically thinking and reflecting on practice to connect theory and practice, including how principles from the master programme disciplines can be applied in practice.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>• converting practical experiences performed during the business cooperation into learning and new knowledge.</li> <li>• combining theory and practice to solve master programme-related tasks.</li> </ul> |     |    |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                       | Eigenstudium 320, Präsenzstudium 280                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |    |
| <b>Leistungspunkte</b>                                                                                                                                 | 20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |
| <b>Studienleistung</b>                                                                                                                                 | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| <b>Prüfung</b>                                                                                                                                         | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |    |
| <b>Prüfungsdauer und -umfang</b>                                                                                                                       | 40 min                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                                | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |

| Lehrveranstaltung L3025: Project based Business Cooperation III (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                            | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>SWS</b>                                                            | 20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>LP</b>                                                             | 20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Arbeitsaufwand in Stunden</b>                                      | Eigenstudium 320, Präsenzstudium 280                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Dozenten</b>                                                       | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Sprachen</b>                                                       | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Zeitraum</b>                                                       | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Inhalt</b>                                                         | <p>In this module the student will complete collaborative process with a Danish or foreign organisation. This allows students to gain a minimum of 240 hours of valuable work experience while studying. During the collaborative process, students will work on a specific project related to the master programme while working on identifying, exploring, analysing and reflecting on a master programme-related problem of their choice.</p> <p>The purpose of this module is to allow the student to acquire practical experience through working in an organisation with a specific project and bring their knowledge into play by trying out their theoretical and methodological competences in practice. The business cooperation will result in a written report, where the student explicates the knowledge, skills, and competencies acquired during the internship and combine it with contemporary knowledge acquired in the core modules of the master programme. A supervisor will be assigned to the student.</p> |
| <b>Literatur</b>                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

| Modul M1827: Business Design and Sustainability (AAU)                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |    |
| Titel                                                                                                                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SWS | LP |
| Unternehmensgestaltung und Nachhaltigkeit (AAU) (L3022)                                                                                                | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5   | 5  |
| <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><br><i>Wissen</i><br><br><b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>the theoretical fundamentals of the functioning of markets in relationship to entrepreneurship and sustainability.</li> <li>key methods and processes for business design both in theory and practice.</li> <li>theoretical and practical methods and approaches to navigating patterns for sustainable business design, for example problem solving approach and opportunity exploration approach.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>planning and organizing to assess risks and opportunities related to sustainable technologies and ideas.</li> <li>analytically and critically relating to market barriers of sustainability and apply relevant knowledge to envision solutions to them.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>applying relevant knowledge and abilities to generalise, abstract and build understanding of key issues within Business Design and Sustainability.</li> <li>independently conducting ongoing analyses, adapting and possibly developing new solutions for key business design and sustainability issues as the complexity increases.</li> </ul> <p>translating the knowledge and abilities necessary in order to be part of processes related to business design and sustainability on an academic, interdisciplinary and professional basis.</p> |     |    |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                       | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |    |
| <b>Leistungspunkte</b>                                                                                                                                 | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| <b>Studienleistung</b>                                                                                                                                 | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |    |
| <b>Prüfung</b>                                                                                                                                         | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| <b>Prüfungsdauer und -umfang</b>                                                                                                                       | 20 min                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                                | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |    |

| Lehrveranstaltung L3022: Business Design and Sustainability (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                        | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>SWS</b>                                                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>LP</b>                                                         | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Arbeitsaufwand in Stunden</b>                                  | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Dozenten</b>                                                   | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Sprachen</b>                                                   | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Zeitraum</b>                                                   | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Inhalt</b>                                                     | <p>Business - particularly entrepreneurial start-ups working with innovative technologies - has a vital contribution to make to sustainable development. The idea is that entrepreneurial start-ups are a very powerful and agile innovation engine. And this potential for innovation can be used to turn sustainability challenges into opportunities for profits.</p> <p>However, and despite their critical importance, new sustainable technologies or even new scientific discoveries and ideas, by themselves, are not sufficient. Generally speaking, unregulated markets are quite inefficient in valuing environmental and social value creation. As a consequence, the rewards for addressing environmental or social problems with novel technologies or solutions are often ambiguous, a fact that makes it difficult to turn sustainable technologies and the products and services based on them in opportunities for profits.</p> <p>To be able to reach their full potential to contribute solving sustainability challenges, new technologies as well as the products and services developed on them, require to be brought to markets with appropriate business models, namely sustainable business models.</p> <p>Designing sustainable business models is not, in itself, easy. First of all it requires to become familiar with the main tools, the governing ideas, and the methods for the design of business. These include, among others, the iterative processes that entrepreneurs and innovators need to diligently manage uncertainty and proceed towards finding scalable and repeatable business models. It also involves understanding what are market-based barriers to sustainability and acquire the knowledge relative to how innovative business models design can support overcoming such barriers.</p> <p>Building on these premises, this elective module offers participants to learn how to systematically analyse risks and opportunities related to sustainable technologies, scientific discoveries and ideas that can solve social and environmental problems and how to design sustainable business models for them.</p> |
| <b>Literatur</b>                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

| Modul M1828: Business Design (AAU)                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| Titel                                                                                                     | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SWS | LP |
| Unternehmensdesign (AAU) (L3023)                                                                          | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5   | 5  |
| <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><br><i>Wissen</i>                                                                     | <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>• key theoretical approaches to business design in an open organisational context, being capable of reflecting on the modification of business models on a scientific basis.</li> <li>• key methodical approaches to study and modify business models from both a theoretical and a practical perspective.</li> <li>• key theoretical aspects of collaboration and partnerships in an open organisational context.</li> </ul> <p>Skills</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>• selecting and applying relevant methods and tools in order to generate knowledge and analyse key issues within business design.</li> <li>• arguing both theoretically and practically for opportunities and limitations within business design in an open organisational context.</li> <li>• presenting and discussing professional and scientific issues within business design with different target groups.</li> </ul> <p>Competences</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>• applying relevant knowledge and abilities to generalise, abstract and build understanding of key issues within business design.</li> <li>• independently conducting ongoing analyses, adapting and possibly developing new solutions for key business design issues as the complexity increases.</li> </ul> <p>translating the knowledge and abilities necessary in order to be part of processes related to business design on an academic, interdisciplinary and professional basis.</p> |     |    |
| <b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| <b>Arbeitsaufwand in Stunden</b>                                                                          | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |
| <b>Leistungspunkte</b>                                                                                    | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| <b>Studienleistung</b>                                                                                    | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |    |
| <b>Prüfung</b>                                                                                            | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| <b>Prüfungsdauer und -umfang</b>                                                                          | 20 min                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                   | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |

| Lehrveranstaltung L3023: Business Design (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                     | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>SWS</b>                                     | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>LP</b>                                      | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Arbeitsaufwand in Stunden</b>               | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Dozenten</b>                                | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Sprachen</b>                                | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Zeitraum</b>                                | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Inhalt</b>                                  | <p>Business design includes an introduction to classic business design concepts with specific focus on developing and implementing business models in existing companies across industries. The student will be introduced to organisational issues through the development and modification of business models and will work with innovation of business models in practice. The point of departure will be new contextual challenges for business design.</p> <p>The development of business models is discussed in relation to existing business context, ecosystems and networks, with focus on the way in which business models develop across organisational boundaries and how this process is supported by collaboration and partnership.</p> |
| <b>Literatur</b>                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

| Modul M1829: Sustainability and Non-Market Strategy (AAU)                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |           |
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| <b>Lehrveranstaltungen</b>                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |           |
| <b>Titel</b>                                                                                              | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>SWS</b> | <b>LP</b> |
| Nachhaltigkeit und nicht-marktbezogene Strategie (AAU) (L3026)                                            | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5          | 5         |
| <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><br><i>Wissen</i>                                                                     | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>central theoretical and practical approaches to corporate social responsibility (CSR).</li> <li>how firms integrate sustainability strategies to maximize social, environmental, and economic value.</li> <li>defining and exemplifying the roles of different actors such as government, non-government organisations, international organisations, and businesses in responding to sustainability challenges.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>applying digital tools to analyse sustainability metrics and firm outcomes related to issues of sustainability.</li> <li>understanding, evaluating, and synthesising conflicting arguments for and against corporate social responsibility (CSR).</li> <li>independently identifying and addressing issues of sustainability, keeping in mind economic, social and ecological concerns.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>taking a problem-based approach to explore central challenges within sustainability and non-market strategy.</li> <li>applying critical and reflexive thinking skills useful to analyse and identify sustainability challenges and opportunities</li> </ul> <p>integrating knowledge from management theory and issues of sustainability for problem solving in real world challenges of sustainability.</p> |            |           |
| <b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |           |
| <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 Aalborg University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                   | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |            |           |

| Lehrveranstaltung L3026: Sustainability and Non-Market Strategy (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                            | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>SWS</b>                                                            | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>LP</b>                                                             | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Arbeitsaufwand in Stunden</b>                                      | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Dozenten</b>                                                       | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Sprachen</b>                                                       | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Zeitraum</b>                                                       | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Inhalt</b>                                                         | <p>As the role of business becomes increasingly important in the fight against climate change, the module on Sustainability and Non-market Strategy aims to highlight the importance of sustainability in business.</p> <p>Students in this module will evaluate 1) the various drivers behind sustainability such as cost savings, growth opportunities, innovation, differentiation, and competitive advantage for motivations that can range from environmental to strategic; 2) how companies respond by integrating sustainability into their strategy, setting goals and standards, as well as different shades of green; and 3) when firms maximize social, environmental, and economic value from solving sustainability issues. Sustainability and Non-market Strategy thus refers to decisions regarding issues of Environment, Social, and Governance issues that firms face, and how firms respond to these challenges.</p> <p>This module should be of value for students interested in issues of sustainability, corporate social responsibility, leadership, and corporate strategy for a world adapting to climate change challenges. In order to achieve these goals, the module will cover topics such as UN Sustainable Development Goals, economics of climate change, CSR, greenwashing, leadership in sustainability, emerging technologies, corporate political activity, and role of government.</p> <p>The module aims to develop critical thinking skills that are useful to identify and analyse challenges and opportunities in sustainability, as well as become responsible leaders and effective agents of social change.</p> <p>The module will take a strategic approach to understanding sustainability, examine recent research to analyse critical, ethical, and managerial issues in issues of sustainability.</p> |
| <b>Literatur</b>                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

| Modul M1830: Causal Data Science for Decision Making in Business (AAU)                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |                                                                                                                                    |  |  |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|------------------------------------------------------------------------------------------------------------------------------------|--|--|
| Lehrveranstaltungen                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |                                                                                                                                    |  |  |
| Titel                                                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SWS | LP |                                                                                                                                    |  |  |
| Kausale Datenwissenschaft für die Entscheidungsfindung in der Wirtschaft (AAU) (L3027) | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 5   | 5  |                                                                                                                                    |  |  |
| Modulverantwortlicher                                                                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |    |                                                                                                                                    |  |  |
| Zulassungsvoraussetzungen                                                              | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |    |                                                                                                                                    |  |  |
| Empfohlene Vorkenntnisse                                                               | none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |    |                                                                                                                                    |  |  |
| Modulziele/ angestrebte Lernergebnisse                                                 | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |                                                                                                                                    |  |  |
| Fachkompetenz                                                                          | <div>LEARNING OBJECTIVES KNOWLEDGE</div> <div>The objective is that the student after the module possesses the necessary knowledge on:</div> <div><ul style="list-style-type: none"><li>correlation and causation and the inherent differences of these concepts.</li><li>central theoretical concepts behind a range of causal data science tools and algorithms.</li><li>the theoretical and practical role of causal inference for data-driven business problems in strategic decisions.</li></ul></div> <div>SKILLS</div> <div>The objective is that the student after the module possesses the necessary skills in:</div> <div><ul style="list-style-type: none"><li>applying causal thinking to explore both theoretical and practical business decisions.</li><li>identifying on an academic basis the potentials and challenges for applying causal thinking in decision making.</li><li>presenting and discussing both professional and academic challenges within causal data science for different target groups using relevant software.</li></ul></div> <div>COMPETENCES</div> <div>The objective is that the student after the module possesses the necessary competences in:</div> <div><ul style="list-style-type: none"><li>independently carrying out casual data analysis to solve real world problems related to business decision making.</li><li>uniting theory and practice within management theory in relation to causal inference in business analytics.</li></ul></div> <div>applying a problem-based approach to central challenges within management and causal inference in business analytics.</div> |     |    |                                                                                                                                    |  |  |
| Wissen                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |                                                                                                                                    |  |  |
| Fertigkeiten                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |                                                                                                                                    |  |  |
| Personale Kompetenzen                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |                                                                                                                                    |  |  |
| Sozialkompetenz                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |                                                                                                                                    |  |  |
| Selbstständigkeit                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |                                                                                                                                    |  |  |
| Arbeitsaufwand in Stunden                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    | Eigenstudium 80, Präsenzstudium 70                                                                                                 |  |  |
| Leistungspunkte                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    | 5                                                                                                                                  |  |  |
| Studienleistung                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    | Keine                                                                                                                              |  |  |
| Prüfung                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    | Schriftliche Ausarbeitung                                                                                                          |  |  |
| Prüfungsdauer und -umfang                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    | Prüfung abgelegt an der Aalborg University                                                                                         |  |  |
| Zuordnung zu folgenden Curricula                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht |  |  |

| Lehrveranstaltung L3027: Causal Data Science for Decision Making in Business (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <b>Typ</b>                                                                         | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>SWS</b>                                                                         | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>LP</b>                                                                          | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Arbeitsaufwand in Stunden</b>                                                   | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Dozenten</b>                                                                    | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Sprachen</b>                                                                    | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Zeitraum</b>                                                                    | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Inhalt</b>                                                                      | <p>Managers today need to better understand cause and effect in organisations where data plays an important role in decision-making. While machine learning and AI tools can help with identifying relationships in data, such standard tools often do not detect cause and effect relationships in the data. This creates a shortcoming for managers and strategists where these algorithms may not allow to answer important questions in business analytics and decision making regarding “what is the effect of X on Y?” or “did X cause Y to change?”. Many prominent firms such as Google, Uber, Zalando, McKinsey and Spotify are investing in their causal data science capabilities.</p> <p>This module will provide an introduction to the topic of causal inference with a focus on machine learning and AI based problems in business. In this module, students will conceptually learn how to apply causal inference for data and evidence driven decision making, at the intersection of data science and management strategy. Students will be exposed to various examples to apply concepts from causal analyses learnt in the module. The module will first introduce students to the world of causal inference, and cover standard tools that are used in empirical research, such as instrumental variables, regression discontinuity designs, difference-in-differences. The module will also include case studies that cover machine learning and AI based problems in business decisions.</p> <p>As the module will cover these topics conceptually, students do not need a particular background to take this class. However, some concepts such as conditional means, variances, hypothesis testing and regression will be covered at the beginning of the module. In-class lectures feature case studies and examples of causal inference research designs.</p> |
| <b>Literatur</b>                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

| Modul M1831: Responsible Business: Sustainability, Compliance and Contol Issues (AAU)          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |     |    |
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| Lehrveranstaltungen                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |     |    |
| Titel                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Typ       | SWS | LP |
| Verantwortungsvolles Wirtschaften: Nachhaltigkeit, Compliance und Kontrollfragen (AAU) (L3028) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Vorlesung | 5   | 5  |
| Modulverantwortlicher                                                                          | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |           |     |    |
| Zulassungsvoraussetzungen                                                                      | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |           |     |    |
| Empfohlene Vorkenntnisse                                                                       | none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |           |     |    |
| Modulziele/ angestrebte Lernergebnisse                                                         | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |     |    |
| <b>Fachkompetenz</b><br><i>Wissen</i>                                                          | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"><li>contextualizing, reviewing and justifying the role of (1) social responsibility; (2) compliance; (3) and management control in organizations that operate across the world.</li><li>synthesizing and exemplifying the similarities and differences in the way corporations deal with the tensions generated by the need for being competitive at all costs and the need for being sustainable.</li></ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"><li>selecting and applying appropriate management control techniques and evaluate the information challenges and opportunities they offer to organizations operating in a dynamic global context.</li><li>critically addressing global business responsibility issues through competent, context-specific communication skills.</li><li>applying appropriate theoretical concepts to situations and cases that characterize global businesses, and synthesize arguments for justifying or critiquing companies’ activities and regulations.</li></ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competency in:</p> <ul style="list-style-type: none"><li>demonstrating an application of knowledge and different forms of reasoning to analyse issues currently being experienced by multinational companies with regard to issues related to (1) social responsibility; (2) compliance; (3) and management control.</li></ul> <p>critically assessing the management control challenges faced by global corporations with regard to constructing and maintaining a reputation that can reflect responsible involvement with communities and attention to societal dynamics.</p> |           |     |    |
| <i>Fertigkeiten</i>                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |     |    |
| <b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i>             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |     |    |
| Arbeitsaufwand in Stunden                                                                      | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |           |     |    |
| Leistungspunkte                                                                                | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |           |     |    |
| Studienleistung                                                                                | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |     |    |
| Prüfung                                                                                        | Schriftliche Ausarbeitung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |     |    |
| Prüfungsdauer und -umfang                                                                      | Prüfung abgelegt an der Aalborg University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |     |    |
| Zuordnung zu folgenden Curricula                                                               | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |           |     |    |

| Lehrveranstaltung L3028: Responsible Business: Sustainability, Compliance and Control Issues (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Typ</b>                                                                                         | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>SWS</b>                                                                                         | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>LP</b>                                                                                          | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Arbeitsaufwand in Stunden</b>                                                                   | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Dozenten</b>                                                                                    | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Sprachen</b>                                                                                    | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Zeitraum</b>                                                                                    | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Inhalt</b>                                                                                      | <p>The purpose of this module is to shed light on the social responsibility, compliance, and accountability-control issues that arise in a global business setting. The subject matter is treated as a key for developing critical insight into the world-wide regulatory challenges faced by corporations in implementing environment, social and climate change related reporting obligations, imposed both at the domestic and international level. The module takes the question regarding the practical relevance of three topics - social responsibility, compliance and management control/accountability - in the global context.</p> <p>Firstly, it traces the theories regarding the types and interpretations of corporate social responsibility (CSR), and it illustrates the numerous ways of making sense of it, according to the diverse assumptions about its nature and characteristics. It explores how a range of global emerging social, environmental and political issues impact corporate governance, risk management and strategy policies related to sustainability. Subsequently, it covers the development of the concept of social responsibility and how this is implemented by organizations, what its impact is, and potential future developments.</p> <p>Secondly, the module examines the legal and moral compliance issues and challenges related to these issues are faced by organizations operating in global business contexts. The regulations, standards, and guidance directives that address issues such as environmental compliance, competition, anti-bribery, social responsibility, UN sustainable development goals, ethical leadership and climate change transparency will be considered in this part of the module.</p> <p>Thirdly, the module examines the management control implications. It looks at the definition and interpretation of management control/accountability and at what constitutes the ethic of accountability. In doing so it examines the way social actors (and, to a certain extent, organizations), can situate themselves as members of an ongoing community that affects, and is affected by them. The implications drawing from the interdependence between actors, gatekeepers (such as governments, auditors and regulators), and communities (e.g. the implementation of evaluation criteria, management control mechanisms required to meet relevant regulatory requirements) will be addressed in this part of the module.</p> |
| <b>Literatur</b>                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

| Modul M1832: Entrepreneurial Finance (AAU)                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
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| Lehrveranstaltungen                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |    |
| Titel                                                                                                                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SWS | LP |
| Unternehmerische Finanzen (AAU) (L3029)                                                                                                                | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5   | 5  |
| <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><br><i>Wissen</i><br><br><b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>• how to conduct comprehensive evaluation of a new venture, valuation methods, the purpose and challenges of performing evaluation.</li> <li>• challenges of financing entrepreneurial growth companies and sources of financial resources.</li> <li>• understanding the financial aspects of entrepreneurship, the stages of a start-up development, exit strategies.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>• evaluating venture opportunities and navigating the funding process from the perspective of both an entrepreneur and venture capitalist.</li> <li>• conducting venture valuation in practice by applying IT tools and understanding the impact of risk and uncertainty on the choice of financing.</li> <li>• making informal financial decisions, strategic planning and structuring deals.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>• logical thinking, critical analysis, evaluating and interpreting situations and problems that stakeholders might confront in an entrepreneurial firm.</li> <li>• specific financial planning and financial decision-making needs of entrepreneurial ventures, including start up and development phase financial and management problems.</li> </ul> <p>applying financial models to appraise the value of a venture or better evaluate the market potential of an opportunity.</p> |     |    |
| <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 Aalborg University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                                | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |

| Lehrveranstaltung L3029: Entrepreneurial Finance (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                             | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>SWS</b>                                             | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>LP</b>                                              | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Arbeitsaufwand in Stunden</b>                       | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Dozenten</b>                                        | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Sprachen</b>                                        | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Zeitraum</b>                                        | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Inhalt</b>                                          | <p>The module will guide students through the complete life cycle of a start-up venture from launch to exit. It specifies different stages that a new company may go through as it grows, and outlines financial challenges confronting entrepreneurial ventures along the way. Students will receive answers to key questions: how much money can and should be raised, what is the optimal timing of obtaining financing, what is a reasonable valuation of the venture, how and where to obtain financing, how funding should be structured and how to position a new venture strategically. Students will be introduced to knowledge, theories and corporate finance tools that will help to recognise venture value, measure and evaluate financial performance.</p> <p>This module is designed for students who have a basic understanding of finance and familiar with the concepts such as time value of money, basic valuation principles, basic risk and return trade-off fundamentals, basics of evaluation of investment alternatives.</p> <p>During the module students will be introduced to approaches to valuing new venture or start-up equity from a venture capital (VC) perspective, will learn about various types of investors (venture capital, business angels, private equity, early stage and traditional financing sources) and financing of high-risk, high-growth ventures, the optimal timing in terms of obtaining funding and when to go public, exit and turnaround strategies, and the impact of digitalisation on entrepreneurial finance market. The module is essential for those wishing to understand the financial aspects of entrepreneurship and interested in gaining a broader view of the financial landscape and deal structure for new ventures, and for those considering starting a company and raising capital.</p> |
| <b>Literatur</b>                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

| Modul M1833: International Marketing (AAU)                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |
|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |
| Titel                                                                                                                           | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SWS | LP |
| Internationales Marketing (AAU) (L3030)                                                                                         | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 5   | 5  |
| <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><br><i>Wissen</i><br><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>the basic concepts, principles, and practices of international marketing, i.e., marketing to customers in foreign markets.</li> <li>the international marketing environment and the specific marketing challenges that occur in the international marketing context.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>evaluating the attractiveness of international opportunities and choosing a market entry strategy.</li> <li>designing the international marketing mix.</li> <li>discussing the advantages and disadvantages of different entry mode strategies and providing recommendations about the most appropriate strategy.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>analysing and evaluating a company's market opportunities in the global business environment.</li> </ul> <p>formulating strategies that help companies achieve their international marketing objectives.</p> |     |    |
| <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 Aalborg University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                         | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |    |

| Lehrveranstaltung L3030: International Marketing (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                             | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>SWS</b>                                             | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>LP</b>                                              | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Arbeitsaufwand in Stunden</b>                       | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Dozenten</b>                                        | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Sprachen</b>                                        | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Zeitraum</b>                                        | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Inhalt</b>                                          | <p>The importance of world trade has increased and international business growth offers increased opportunities for organisations. Many organisations are, therefore, now engaged in planning and conducting marketing activities across national borders.</p> <p>This module, introduces students to international marketing and the factors that create international marketing complexity. Also, to the major decisions in international marketing, including whether to go international, what foreign markets to enter, how to enter these markets, and how to design the international marketing mix.</p> |
| <b>Literatur</b>                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## Modul M1834: International Sales and Negotiations (AAU)

### Lehrveranstaltungen

| Titel                                                                                                                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | SWS | LP |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Internationaler Vertrieb und Verhandlungsführung (AAU) (L3031)                                                                                         | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5   | 5  |
| <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><br><i>Wissen</i><br><br><b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>• negotiation theories for Business to Business.</li> <li>• international differences in negotiation practices.</li> <li>• creating different types of value with stakeholders when negotiating.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>• suggest appropriate negotiation strategies for specific contexts.</li> <li>• negotiating in practice.</li> <li>• selecting central and relevant methods for how to achieve different outcomes through negotiations.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>• analysing negotiation situations to suggest improvements.</li> <li>• manage and plan negotiation strategies for business.</li> <li>• applying theoretical and practical approaches of how to influence and persuade in different situations.</li> </ul> |     |    |
| <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 Aalborg University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                                | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |    |

### Lehrveranstaltung L3031: International Sales and Negotiations (AAU)

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                       | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>SWS</b>                       | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>LP</b>                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Dozenten</b>                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Sprachen</b>                  | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Zeitraum</b>                  | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Inhalt</b>                    | <p>International sales and negotiations will introduce the students to business negotiation fundamentals and enable the students to understand different theories of negotiations for marketing and sales contexts.</p> <p>The ability to negotiate with customers and partners is essential to business, and understanding how to plan and execute a negotiation process is a key competency.</p> <p>This module will introduce negotiation techniques and strategies to plan and engage in negotiations as part of sales and marketing processes.</p> |
| <b>Literatur</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

| Modul M1835: Strategic Brand Management (AAU)                                                                                                      |                                                                                                                                    |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                                    |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                         | <b>SWS</b> | <b>LP</b> |
| Strategisches Markenmanagement (AAU) (L3032)                                                                                                       | Vorlesung                                                                                                                          | 5          | 5         |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                    |            |           |
| <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 Aalborg University                                                                                         |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht |            |           |

| Lehrveranstaltung L3032: Strategic Brand Management (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>SWS</b>                                                | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>LP</b>                                                 | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Arbeitsaufwand in Stunden</b>                          | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Dozenten</b>                                           | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Sprachen</b>                                           | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Zeitraum</b>                                           | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Inhalt</b>                                             | Brands can be extremely valuable assets and a significant growth driver. This module will analyse how brands function as pivotal devices in today's society and the role of strategic brand management in customer value creation.<br><br>During this module the student will acquire insights into how companies should manage brands to maximize brand equity. This includes knowledge about the different brand management decisions that must be made to build, measure, and manage a brand. Furthermore, the objective of this module is to provide the student with insights into central theories and approaches related to strategic brand management, including theories on how customers develop brand attitudes and behaviours. |
| <b>Literatur</b>                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

| Modul M1836: Global Environmental Dynamics and Firms Responses (AAU)                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |            |           |  |
|-----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|--|
| <b>Lehrveranstaltungen</b>                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |            |           |  |
| <b>Titel</b>                                                                                              | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>SWS</b> | <b>LP</b> |  |
| Globale Umweltdynamik und die Reaktionen von Unternehmen (AAU) (L3033)                                    | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 5          | 5         |  |
| <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><br><i>Wissen</i>                                                                     | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>theoretical views and concepts on the emerging dynamics of society and technological breakthroughs affecting market, management, and product innovation in international firms.</li> <li>how firms respond to the emerging dynamics through various innovative responses and how those dynamics can be addressed in a particular company setting to ensure competitive competencies.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>explaining and illustrating the core concepts associated with the understanding of emerging social, digital and technological dynamics affecting firm's competitiveness.</li> <li>defining, explaining and illustrating the relationships between different facets of emerging dynamics, their consequences on global market management, the innovative responses by firms, and the new technologies providing opportunities for competitive competencies.</li> <li>using artificial intelligence and big data in strategy formulation in international business.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>demonstrating the skills of identifying issues, challenges and possibilities associated with emerging social, digital and technological dynamics affecting competitive competencies and sustainability in global market.</li> </ul> <p>communicating effectively in oral and written forms about various emerging social, digital and technological dynamics and their impact on value creation, product and market innovation, and competitive advantage.</p> |            |           |  |
| <b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |            |           |  |
| <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 Aalborg University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |           |  |
| <b>Zuordnung zu folgenden Curricula</b>                                                                   | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |           |  |

| Lehrveranstaltung L3033: Global Environmental Dynamics and Firms Responses (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                                       | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>SWS</b>                                                                       | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>LP</b>                                                                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Arbeitsaufwand in Stunden</b>                                                 | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Dozenten</b>                                                                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Sprachen</b>                                                                  | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Zeitraum</b>                                                                  | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Inhalt</b>                                                                    | The module will introduce students with an insight on emerging and global dynamics of society and technology and how those dynamics affect firm's international business operations and competitiveness. During this module, students will be introduced to theories and models explaining how and why firms can transform in the face of revolutionary changes in the global environment due to emerging dynamics and technological breakthroughs through innovative strategies and reinvented business model. |
| <b>Literatur</b>                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

| Modul M1837: Internationalisation in Emerging Product and Geographic Markets (AAU)                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |           |                 |
|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|-----------------|
| <b>Lehrveranstaltungen</b>                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |           |                 |
| <b>Titel</b>                                                                                              | Internationalisierung in aufstrebenden Produkt- und geografischen Märkten (AAU) (L3034)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Typ</b> | Vorlesung | <b>SWS</b><br>5 |
|                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |           | <b>LP</b><br>5  |
| <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><br><i>Wissen</i>                                                                     | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses knowledge about:</p> <ul style="list-style-type: none"> <li>• concepts and theories with reference to emerging product and geographic markets.</li> <li>• the role of design and technology in emerging product/service solutions.</li> <li>• cross-country differences in strategies across emerging markets, the effects of internationalization on emerging markets, as well as risks and opportunities in emerging markets and transitional economies</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses skills in:</p> <ul style="list-style-type: none"> <li>• discussing and delineating practices in the internationalisation in emerging product and geographic markets.</li> <li>• analysing and synthesizing state-of-the- art knowledge on emerging markets.</li> <li>• pursuing further knowledge related to the module topics through own academic learning.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses abilities in:</p> <ul style="list-style-type: none"> <li>• applying and reflecting on the internationalisation in emerging product and geographic markets.</li> <li>• applying concepts and theories learnt to understand the challenges faced in emerging product and geographic markets.</li> </ul> <p>applying problem-based learning principles to identify problems and propose solutions to issues based on own understanding of the subject matter.</p> |            |           |                 |
| <b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |           |                 |
| <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 Aalborg University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |           |                 |
| <b>Zuordnung zu folgenden Curricula</b>                                                                   | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |           |                 |

| Lehrveranstaltung L3034: Internationalisation in Emerging Product and Geographic Markets (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                                                     | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>SWS</b>                                                                                     | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>LP</b>                                                                                      | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Arbeitsaufwand in Stunden</b>                                                               | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Dozenten</b>                                                                                | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Sprachen</b>                                                                                | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Zeitraum</b>                                                                                | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Inhalt</b>                                                                                  | <p>The module explores the internationalisation in emerging product and geographic markets. International companies respond to external or internal opportunities and use their creative efforts to introduce new products and services. They, in turn, help capture and retain market share, increase profitability, and achieve competitive advantage in international markets.</p> <p>The module analyses the emergence of products and services, as well as servitization of solutions integrating design and technology. It also explores geographic emerging markets in Asia, Eastern Europe/Russia, Africa and Latin America. It brings cross-country differences in strategies across emerging markets, discusses the effects of internationalization on emerging markets and assesses risks and opportunities in emerging markets and transitional economies.</p> |
| <b>Literatur</b>                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

**Modul M1838: Internationalisation of Diverse Organisational Forms (AAU)**

**Lehrveranstaltungen**

| <b>Titel</b>                                                                                              | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>SWS</b> | <b>LP</b> |
|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| Internationalisierung verschiedener Organisationsformen (AAU) (L3035)                                     | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 5          | 5         |
| <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><br><i>Wissen</i>                                                                     | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses knowledge about:</p> <ul style="list-style-type: none"> <li>newly emerging concepts and theories with reference to new organisational forms and their internationalisation.</li> <li>approaches and strategies for the internationalisation of various type of organisational forms such as NGOs, platform companies, etc.</li> <li>challenges in the internationalisation of diverse organisational forms.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses skills in:</p> <ul style="list-style-type: none"> <li>discussing and delineating practices in the internationalisation of diverse organisational forms.</li> <li>analysing and synthesizing state-of-the- art knowledge on internationalised diverse organisational forms.</li> <li>pursuing further knowledge related to the module topics through own academic learning.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses abilities in:</p> <ul style="list-style-type: none"> <li>applying and reflecting on the internationalisation of diverse organisational forms.</li> <li>applying concepts and theories learnt to understand the challenges and practices to internationalising organisations.</li> </ul> <p>applying problem-based learning principles to identify problems and propose solutions to issues based on own understanding of the subject matter.</p> |            |           |
| <b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |            |           |
| <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 Aalborg University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                   | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |            |           |

**Lehrveranstaltung L3035: Internationalisation of Diverse Organisational Forms (AAU)**

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                       | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>SWS</b>                       | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>LP</b>                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Dozenten</b>                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Sprachen</b>                  | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Zeitraum</b>                  | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Inhalt</b>                    | <p>The module explores the internationalisation of various types of organisational forms such as NGOs, platform organisations, non-for-profit organisations, etc. These forms are not well researched in the International Business literature and offer new avenues for exploring the diversity in internationalisation.</p> <p>The module aims to address the phenomenon of such organisations, cover relevant theories, frameworks, and practices in understanding their internationalisation, their types and relations with established forms of multinational firms. The impact of such organisational forms on society, policy, technology, economy, commerce and the challenges in their international activities and legitimation will be discussed.</p> |
| <b>Literatur</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

| Modul M1839: Multinational Corporations and Innovation Ecosystems (AAU)                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |           |
|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |           |
| <b>Titel</b>                                                                                              | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>SWS</b> | <b>LP</b> |
| Multinationale Konzerne und Innovation in Ökosystemen (AAU) (L3036)                                       | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5          | 5         |
| <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><br><i>Wissen</i>                                                                     | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses knowledge about:</p> <ul style="list-style-type: none"> <li>newly emerging concepts and theories in value creation and innovation such as innovation ecosystems, platforms, and digitalization.</li> <li>MNCs' innovation management practices and strategies from the value co-creation and value capture perspectives.</li> <li>how innovation in ecosystems facilitates sustainable development and MNCs' global competitiveness.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses skills in:</p> <ul style="list-style-type: none"> <li>analysing and synthesizing state-of-art knowledge on MNCs' global innovation management.</li> <li>gaining skills on network analysis with the support of digital tools.</li> <li>developing own conceptualisation and explanation based on in-depth reflections on and MNCs' global innovation and value creation practices.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses abilities in:</p> <ul style="list-style-type: none"> <li>applying digital tools and methods to facilitate the learning on MNCs' global innovation management and value creation.</li> <li>applying concepts and theories learnt to understand MNCs' global innovation challenges and practices</li> </ul> <p>applying problem-based learning principles to identify problems and propose solutions to issues based on own understanding of the subject matter.</p> |            |           |
| <b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |           |
| <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 Aalborg University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                   | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |            |           |

| Lehrveranstaltung L3036: Multinational Corporations and Innovation in Ecosystems (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                                             | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>SWS</b>                                                                             | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>LP</b>                                                                              | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Arbeitsaufwand in Stunden</b>                                                       | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Dozenten</b>                                                                        | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Sprachen</b>                                                                        | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Zeitraum</b>                                                                        | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Inhalt</b>                                                                          | <p>This module discusses the emerging trends of value creation such as from do it alone to value co-creation with global partners, establishing cross-border strategic alliances and networks for joint innovation, participating and orchestrating innovation ecosystem for sustainable development, etc. Students will develop knowledge and reflect on issues such as, but not limited to, MNCs' global innovation modes and strategies, business and innovation ecosystems, digital platforms, business ecosystem in emerging markets, and interplay between value co-creation and value capture for sustainable development.</p> <p>During this module, we will start with reflecting more conventional theories and value creation modes such as global value chain and network theory, then will progress to more contemporary theories and topics such as ecosystem theory, coopetition theory, and the impact of digitalization. The module adopts digital tools and employs various pedagogical methods including lecturing, group discussions, peer review and peer learning, games and experiments, simulation, etc.</p> |
| <b>Literatur</b>                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

**Modul M1840: New Venture Creation / Corporate Entrepreneurship (AAU)**

**Lehrveranstaltungen**

| Titel                                                                                                     | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SWS | LP |
|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Gründung neuer Unternehmen / Corporate Entrepreneurship (AAU) (L3037)                                     | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 30  | 30 |
| <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><br><i>Wissen</i>                                                                     | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>• verifying business ideas/problems and validating needs/pains from customers, including assessing potential market opportunities and validating assumptions regarding the target market.</li> <li>• understanding some of the key drivers that impact upon the successful creation and management of a new venture (in a separate entity or within an existing organisation).</li> <li>• appreciating the importance of business models, customer development and agile development in the process of new venture creation/corporate venturing.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>• generating new business ideas and validating these, including and assessing the resources required to pursue an opportunity.</li> <li>• critically assessing new business ideas based on evidence from the market and to prototype a Minimal Viable Product.</li> <li>• understanding and mastering various physical and digital tools for MVP/MVE prototyping hereunder visualization tools, presentation tools, landing page, platform, and video editing.</li> <li>• understanding the skills and resources needed to create an entrepreneurial organisation further apprehend different business model configurations and business model innovation routes in the entrepreneurial process.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>• creating business opportunities and further understanding how to acquiring necessary resources to pursue the identified business opportunity.</li> <li>• designing business models to match the identified business opportunity, evidence from the market (and the host company).</li> </ul> <p>pitching the business model of a new venture, the underlying validation process and its academic relevance.</p> |     |    |
| <b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |
| <b>Arbeitsaufwand in Stunden</b>                                                                          | Eigenstudium 480, Präsenzstudium 420                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |    |
| <b>Leistungspunkte</b>                                                                                    | 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |    |
| <b>Studienleistung</b>                                                                                    | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |    |
| <b>Prüfung</b>                                                                                            | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |    |
| <b>Prüfungsdauer und -umfang</b>                                                                          | 40 min                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                   | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |    |

**Lehrveranstaltung L3037: New Venture Creation / Corporate Entrepreneurship (AAU)**

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                       | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>SWS</b>                       | 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>LP</b>                        | 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 480, Präsenzstudium 420                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Dozenten</b>                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Sprachen</b>                  | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Zeitraum</b>                  | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Inhalt</b>                    | <p>The purpose of this module is to secure the student can combine theoretical and empirical perspective with a hands-on experience of the process of new venture creation. Either as a new venture or corporate venturing within existing organisations.</p> <p>The project must deal with the process of new venture creation (either as a new venture or corporate venturing within existing organisations) and empirical/theoretical problems in relation to this.</p> |
| <b>Literatur</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

| Modul M1841: Commodity Economics (AAU)                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |
|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |
| Titel                                                                                                     | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | SWS | LP |
| Warenwirtschaft (AAU) (L3038)                                                                             | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 30  | 30 |
| <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><br><i>Wissen</i>                                                                     | <p>LEARNING OBJECTIVES KNOWLEDGE</p> <p>The objective is that the student after the module possesses the necessary knowledge on:</p> <ul style="list-style-type: none"> <li>the extent to which markets are regulated politically and of trends in connection with the transformation of the global commodity markets.</li> <li>the basic options for managing risk in the commodity market.</li> <li>the economic and practical fundamentals that drive commodity economics on the market. Furthermore, be aware of the ethical challenges within commodity economics.</li> </ul> <p>SKILLS</p> <p>The objective is that the student after the module possesses the necessary skills in:</p> <ul style="list-style-type: none"> <li>generating a theoretical and empirically informed decision basis on the background of various business models that analyse the value chain (from up- to downstream) in the commodity complex in order that financial and risk management of raw materials purchase/sale may be handled professionally.</li> <li>identifying and describing (theoretically) a specific issue related to exposures (physical and/or financial) within commodity economics and explaining the basic financial risks (and opportunities for risk management) related to the company's actual exposure (consumption and/or production or possibly speculative perspectives in connection with risk taking) versus commodities.</li> <li>analysing the problem area through theories of risk management and/or trading strategy/management (risk taking) and identify and describing the issue in the perspective of current business models as well as the opportunities for development of new business models based on financial management and risk/reward opportunities in the physical/financial markets.</li> </ul> <p>COMPETENCES</p> <p>The objective is that the student after the module possesses the necessary competences in:</p> <ul style="list-style-type: none"> <li>identifying and verifying an example of commodity exposure.</li> </ul> <p>explaining an example of an exposure or a problem/an opportunity in the commodity market</p> |     |    |
| <b>Personale Kompetenzen</b><br><i>Fertigkeiten</i><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |    |
| <b>Arbeitsaufwand in Stunden</b>                                                                          | Eigenstudium 480, Präsenzstudium 420                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |    |
| <b>Leistungspunkte</b>                                                                                    | 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |
| <b>Studienleistung</b>                                                                                    | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |    |
| <b>Prüfung</b>                                                                                            | Mündliche Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |    |
| <b>Prüfungsdauer und -umfang</b>                                                                          | 40 min                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                   | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Entrepreneurial Business Engineering (AAU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |    |

| Lehrveranstaltung L3038: Commodity Economics (AAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                         | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>SWS</b>                                         | 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>LP</b>                                          | 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Arbeitsaufwand in Stunden</b>                   | Eigenstudium 480, Präsenzstudium 420                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Dozenten</b>                                    | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Sprachen</b>                                    | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Zeitraum</b>                                    | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Inhalt</b>                                      | <p>The objective of the module is to provide the student with theoretical and practical knowledge and abilities within financial control, trade and management of commodities as well as physical and financial exposures within the commodity market and, additionally, to relate to the ethics within the area.</p> <p>The student must develop abilities and skills to understand the market mechanisms in the commodity markets and handle the purchase and sale of commodities, theoretically and practically (simulated). The module is intended to provide the student with the strategic, financial and trading tools needed to handle both day-to-day management and risk management of commodities in practice.</p> <p>As part of this, the student will also get acquainted with the digital tools used to e.g. trade on the energy market, monitor fluctuation in the prices etc. in order to understand the technologies used in the domain, but also to inspire how these could be further developed and challenged.</p> |
| <b>Literatur</b>                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

## 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.

| Modul M1386: Global Design (UoS)              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |    |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |    |
| Titel                                         | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | SWS | LP |
| 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> <p><b>Personale Kompetenzen</b></p> <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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |    |

| Lehrveranstaltung L1965: Global Design (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>                              | Dr. Andrew Wodehouse               |
| <b>Sprachen</b>                              | EN                                 |
| <b>Zeitraum</b>                              | WiSe                               |
| <b>Inhalt</b>                                |                                    |
| <b>Literatur</b>                             |                                    |

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

### Lehrveranstaltungen

| Titel                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | SWS | LP |
|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Postgraduate Group Project (UoS) (L1966)               | Projektseminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 20  | 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><br><i>Wissen</i>                  | Demonstrate knowledge and understanding of the various elements associated with the respective course disciplines.<br><br>Demonstrate knowledge and understanding of products and management practices in industry.<br><br>Demonstrate knowledge and ability in applying and using various analysis and modelling tools and techniques in product and process realisation.<br><br>Demonstrate project planning and management, data collection and analysis, presentation, consulting and team working skills. |     |    |
| <i>Fertigkeiten</i>                                    | Ability to describe and discuss course contents relevant to the particular project and the course theme.<br><br>Critically review and evaluate products and management practices of the particular company.<br><br>Critically review and evaluate analysis tools and modelling techniques.<br><br>Discuss and critically evaluate the implementation of analysis tools and modelling techniques.                                                                                                               |     |    |
| <b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i> | Teamwork, team leadership.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |
| <i>Selbstständigkeit</i>                               | Ability to plan, control and lead an industrial project from inception to completion.<br><br>Evidence of achieving deliverables which meet the client company requirements.<br><br>Ability to work responsibly as part of a project team.                                                                                                                                                                                                                                                                      |     |    |
| <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 Nachhaltiges Unternehmertum (RUG)

Die Vertiefung "Nachhaltiges Unternehmertum" an der Universität von Groningen hat zum Ziel, Teilnehmer Teil einer neuen Generation von Managern, Unternehmern und Politikberatern werden zu lassen! Das Programm will dabei helfen, zu entdecken, was nachhaltige Unternehmen entstehen, gedeihen und erfolgreich sein lässt.

- Arbeiten Sie gemeinsam mit unseren Partnern - Unternehmern, Nichtregierungsorganisationen und staatlichen Einrichtungen - an realen Herausforderungen.
- Entwickeln Sie Führungs- und Managementfähigkeiten und erwerben Sie akademisches und praktisches Wissen über Nachhaltigkeit.
- Lernen Sie, wie Unternehmer und Unternehmen zur Lösung komplexer sozialer Probleme beitragen.

Sie werden die Herausforderungen der Nachhaltigkeit aus verschiedenen Blickwinkeln kennenlernen - von einem Start-up-Unternehmer über eine große, in ihrer Branche etablierte Organisation bis hin zu einem politischen Berater, der an den Vorschriften für verschiedene Regierungsebenen arbeitet. Sie werden mit Führungsqualitäten und Fähigkeiten zum Aufbau von Allianzen ausgestattet, um Unternehmen und Institutionen auf ihrem Weg zur Nachhaltigkeit zu vernetzen.

### Modul M1991: Foundations of Sustainable Entrepreneurship (RUG)

| Lehrveranstaltungen                                                                                                                                |                                                                                                                       |     |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-----|----|
| Titel                                                                                                                                              | Typ                                                                                                                   | SWS | LP |
| Grundlagen nachhaltigen Unternehmertums (RUG) (L3236)                                                                                              | Projekt-/problemorientierte Lehrveranstaltung                                                                         | 5   | 5  |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                    |     |    |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                       |     |    |
| <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>                                                                                                                   | Schriftliche Ausarbeitung und Präsentation                                                                            |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Nachhaltiges Unternehmertum (RUG): Pflicht |     |    |

### Lehrveranstaltung L3236: Foundations of Sustainable Entrepreneurship (RUG)

|                                  |                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                       | Projekt-/problemorientierte Lehrveranstaltung                                                                                                                                                                                                                                                                                                                                            |
| <b>SWS</b>                       | 5                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>LP</b>                        | 5                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                       |
| <b>Dozenten</b>                  | NN                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Sprachen</b>                  | EN                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Zeitraum</b>                  | WiSe                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Inhalt</b>                    | The course 'Foundations of sustainable entrepreneurship' offers students state-of-the-art academic insights concerning antecedents and consequences of sustainable entrepreneurship, and acts as a point-of-departure for all other courses. The course lab sessions start to prepare students for research, by exploring how to identify and formulate research problems and questions. |
| <b>Literatur</b>                 |                                                                                                                                                                                                                                                                                                                                                                                          |

| Modul M1992: Sustainable Leadership (RUG)                                                                                                          |                                                                                                                       |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                       |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                            | <b>SWS</b> | <b>LP</b> |
| Nachhaltige Führung (RUG) (L3237)                                                                                                                  | Projekt-/problemorientierte Lehrveranstaltung                                                                         | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                    |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                       |            |           |
| <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>                                                                                                                   | Schriftliche Ausarbeitung und Präsentation                                                                            |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Nachhaltiges Unternehmertum (RUG): Pflicht |            |           |

| Lehrveranstaltung L3237: Sustainable Leadership (RUG) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                            | Projekt-/problemorientierte Lehrveranstaltung                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>SWS</b>                                            | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>LP</b>                                             | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Arbeitsaufwand in Stunden</b>                      | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Dozenten</b>                                       | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Sprachen</b>                                       | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Zeitraum</b>                                       | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Inhalt</b>                                         | The course 'Sustainable leadership' addresses the issue of designing sustainable organizations. It is taught parallel to Foundations, which touches on the structural side of sustainable organizations. Sustainable Leadership offers students state-of-the-art academic insights concerning antecedents and consequences of sustainable leadership. It moreover supports the further development of students' leadership skills both personal and relational. |
| <b>Literatur</b>                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## Modul M1994: Sustainable Organization (RUG)

### Lehrveranstaltungen

| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                            | <b>SWS</b> | <b>LP</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------|-----------|
| Nachhaltige Organisation (RUG) (L3239)                                                                                                             | Projekt-/problemorientierte Lehrveranstaltung                                                                         | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                    |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                       |            |           |
| <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>                                                                                                                   | Schriftliche Ausarbeitung und Präsentation                                                                            |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Nachhaltiges Unternehmertum (RUG): Pflicht |            |           |

### Lehrveranstaltung L3239: Sustainable Organization (RUG)

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                       | Projekt-/problemorientierte Lehrveranstaltung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>SWS</b>                       | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>LP</b>                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Dozenten</b>                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Sprachen</b>                  | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Zeitraum</b>                  | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Inhalt</b>                    | In this course, students will gain an increased understanding of organizations as complex phenomena and the role they play in meeting society's sustainability goals. Students will learn to identify an organizational sustainability transition project in an existing organization and collect secondary data to analyze sustainability challenges in organizations. We will review and discuss papers on the governance and implementation of organizational change as well as papers on the reasons behind the inertia of organizations. |
| <b>Literatur</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

## Modul M1993: Sustainable Strategy (RUG)

### Lehrveranstaltungen

| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                            | <b>SWS</b> | <b>LP</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------|-----------|
| Nachhaltige Strategie (RUG) (L3238)                                                                                                                | Projekt-/problemorientierte Lehrveranstaltung                                                                         | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                    |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                       |            |           |
| <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>                                                                                                                   | Schriftliche Ausarbeitung und Präsentation                                                                            |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Nachhaltiges Unternehmertum (RUG): Pflicht |            |           |

### Lehrveranstaltung L3238: Sustainable Strategy (RUG)

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                       | Projekt-/problemorientierte Lehrveranstaltung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>SWS</b>                       | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>LP</b>                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Dozenten</b>                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Sprachen</b>                  | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Zeitraum</b>                  | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Inhalt</b>                    | The course 'Sustainable Strategy' offers students state-of-the-art academic insights on strategy, including what it is, what role it plays and how to design strategy for sustainable outcomes. This course gives students the opportunity to learn and reflect on the role of strategy in the design of sustainable enterprises, and how theories on value creation have developed and evolved. In doing so, this course provides a variety of perspectives on why, how and for whom businesses create value, and the tools which can help in these endeavors. |
| <b>Literatur</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

| Modul M1995: New Economic Realities (RUG)                                                                                                          |                                                                                                                       |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                       |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                            | <b>SWS</b> | <b>LP</b> |
| Neue wirtschaftliche Realitäten (RUG) (L3240)                                                                                                      | Projekt-/problemorientierte Lehrveranstaltung                                                                         | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                    |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                       |            |           |
| <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>                                                                                                                   | Schriftliche Ausarbeitung und Präsentation                                                                            |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Nachhaltiges Unternehmertum (RUG): Pflicht |            |           |

| Lehrveranstaltung L3240: New Economic Realities (RUG) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                            | Projekt-/problemorientierte Lehrveranstaltung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>SWS</b>                                            | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>LP</b>                                             | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Arbeitsaufwand in Stunden</b>                      | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Dozenten</b>                                       | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Sprachen</b>                                       | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Zeitraum</b>                                       | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Inhalt</b>                                         | The course 'New Economic Realities' offers students state-of-the-art academic insights on key concepts of post-growth and well-being-oriented economic frameworks (e.g., embedded economy, dynamic complexity, distributive & regenerative design) - including key distinctions to traditional neo-liberalistic and GDP-growth-oriented economic frameworks (e.g., economic equilibria, homo economicus, top-down wealth distribution). The lab component of this course will focus on the debating skills of the students and will require them to apply a variety of concepts and techniques that underlay best practice in debating. Students will write a term paper and engage in at least two "on-stage" debates. |
| <b>Literatur</b>                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

## Modul M1998: Sustainable Performance (RUG)

### Lehrveranstaltungen

| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                            | <b>SWS</b> | <b>LP</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------|-----------|
| Nachhaltige Leistung (RUG) (L3243)                                                                                                                 | Projekt-/problemorientierte<br>Lehrveranstaltung                                                                      | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                    |            |           |
| <b>Zulassungsvoraussetzungen</b>                                                                                                                   | None                                                                                                                  |            |           |
| <b>Empfohlene Vorkenntnisse</b>                                                                                                                    |                                                                                                                       |            |           |
| <b>Modulziele/ angestrebte<br/>Lernergebnisse</b>                                                                                                  | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                             |            |           |
| <b>Fachkompetenz</b><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                       |            |           |
| <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>                                                                                                                   | Schriftliche Ausarbeitung und Präsentation                                                                            |            |           |
| <b>Zuordnung zu folgenden<br/>Curricula</b>                                                                                                        | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Nachhaltiges Unternehmertum (RUG): Pflicht |            |           |

### Lehrveranstaltung L3243: Sustainable Performance (RUG)

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                       | Projekt-/problemorientierte Lehrveranstaltung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>SWS</b>                       | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>LP</b>                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Dozenten</b>                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Sprachen</b>                  | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Zeitraum</b>                  | SoSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Inhalt</b>                    | In this course, students will obtain knowledge about academic debates in sustainable performance and performance measurement. Students will also bring this knowledge into practice by considering various existing performance evaluation frameworks and applying these to real organisations. Finally, students are encouraged to critically analyse and improve the existing performance evaluation frameworks. This course inspires students to fundamentally think about the multi-dimensional nature of sustainable entrepreneurship and its need to simultaneously explain their success from different angles and metrics. |
| <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)

#### Lehrveranstaltungen

| Titel                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Typ                                                                                                                                                                         | SWS | LP |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Business Modelling and System Dynamics (MU) (L1948)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 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><br><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><br><i>Fertigkeiten</i> <p>After completing this module, students will have skills in:</p> <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><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> <p>After completing this module, students will have skills:</p> <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 M1372: Technology, Creativity and Innovation (MU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |           |     |    |
|---------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----|----|
| Lehrveranstaltungen                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |           |     |    |
| Titel                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Typ       | SWS | LP |
| Technology, Creativity and Innovation (MU) (L1951)      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Vorlesung | 5   | 5  |
| Modulverantwortlicher                                   | Prof. Shiva Prasad                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |     |    |
| Zulassungsvoraussetzungen                               | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |     |    |
| Empfohlene Vorkenntnisse                                | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |     |    |
| Modulziele/ angestrebte Lernergebnisse                  | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |     |    |
| <b>Fachkompetenz</b><br><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><br><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>                                                                                                                                                                                                                                                                                         |           |     |    |
| Arbeitsaufwand in Stunden                               | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |     |    |
| Leistungspunkte                                         | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |           |     |    |
| Studienleistung                                         | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |           |     |    |
| Prüfung                                                 | Klausur                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |           |     |    |
| Prüfungsdauer und -umfang                               | Prüfung abgelegt an der Manipal University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |     |    |
| Zuordnung zu folgenden Curricula                        | 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) |                                    |
|---------------------------------------------------------------------|------------------------------------|
| Typ                                                                 | Vorlesung                          |
| SWS                                                                 | 5                                  |
| LP                                                                  | 5                                  |
| Arbeitsaufwand in Stunden                                           | Eigenstudium 80, Präsenzstudium 70 |
| Dozenten                                                            | Prof. Shiva Prasad                 |
| Sprachen                                                            | EN                                 |
| Zeitraum                                                            | WiSe                               |
| Inhalt                                                              |                                    |
| Literatur                                                           |                                    |

| Modul M1790: Communication Across Cultures (MU)                                                                                                    |                                                                                                                                                                             |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                                                                             |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                                                                  | <b>SWS</b> | <b>LP</b> |
| Kommunikation über Kulturen hinweg (MU) (L2948)                                                                                                    | Vorlesung                                                                                                                                                                   | 4          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                                                                          |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                             |            |           |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 94, Präsenzstudium 56                                                                                                                                          |            |           |
| <b>Leistungspunkte</b>                                                                                                                             | 5                                                                                                                                                                           |            |           |
| <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: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Pflicht |            |           |

| Lehrveranstaltung L2948: Communication Across Cultures (MU) |                                    |
|-------------------------------------------------------------|------------------------------------|
| <b>Typ</b>                                                  | Vorlesung                          |
| <b>SWS</b>                                                  | 4                                  |
| <b>LP</b>                                                   | 5                                  |
| <b>Arbeitsaufwand in Stunden</b>                            | Eigenstudium 94, Präsenzstudium 56 |
| <b>Dozenten</b>                                             | NN                                 |
| <b>Sprachen</b>                                             | EN                                 |
| <b>Zeitraum</b>                                             | WiSe                               |
| <b>Inhalt</b>                                               |                                    |
| <b>Literatur</b>                                            |                                    |

## Modul M1791: Strategic Operations (MU)

### Lehrveranstaltungen

| Titel                                                                                                                                              | Typ                                                                                                                                                                         | SWS | LP |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Strategische Vorhaben (MU) (L2949)                                                                                                                 | Vorlesung                                                                                                                                                                   | 4   | 5  |
| <b>Modulverantwortlicher</b>                                                                                                                       | Prof. Cornelius Herstatt                                                                                                                                                    |     |    |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                             |     |    |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 94, Präsenzstudium 56                                                                                                                                          |     |    |
| <b>Leistungspunkte</b>                                                                                                                             | 5                                                                                                                                                                           |     |    |
| <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: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Pflicht |     |    |

### Lehrveranstaltung L2949: Strategic Operations (MU)

|                                  |                                    |
|----------------------------------|------------------------------------|
| <b>Typ</b>                       | Vorlesung                          |
| <b>SWS</b>                       | 4                                  |
| <b>LP</b>                        | 5                                  |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 94, Präsenzstudium 56 |
| <b>Dozenten</b>                  | NN                                 |
| <b>Sprachen</b>                  | EN                                 |
| <b>Zeitraum</b>                  | WiSe                               |
| <b>Inhalt</b>                    |                                    |
| <b>Literatur</b>                 |                                    |

| Modul M1792: Organic Growth of Family-owned Business in India (MU)                                                                                 |                                                                                                                                                                             |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                                                                             |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                                                                  | <b>SWS</b> | <b>LP</b> |
| Organisches Wachstum von Familienunternehmen in Indien (MU) (L2950)                                                                                | Vorlesung                                                                                                                                                                   | 4          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                                                                          |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                             |            |           |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 94, Präsenzstudium 56                                                                                                                                          |            |           |
| <b>Leistungspunkte</b>                                                                                                                             | 5                                                                                                                                                                           |            |           |
| <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: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Pflicht |            |           |

| Lehrveranstaltung L2950: Organic Growth of Familiy-owned Business in India (MU) |                                    |
|---------------------------------------------------------------------------------|------------------------------------|
| <b>Typ</b>                                                                      | Vorlesung                          |
| <b>SWS</b>                                                                      | 4                                  |
| <b>LP</b>                                                                       | 5                                  |
| <b>Arbeitsaufwand in Stunden</b>                                                | Eigenstudium 94, Präsenzstudium 56 |
| <b>Dozenten</b>                                                                 | NN                                 |
| <b>Sprachen</b>                                                                 | EN                                 |
| <b>Zeitraum</b>                                                                 | WiSe                               |
| <b>Inhalt</b>                                                                   |                                    |
| <b>Literatur</b>                                                                |                                    |

| Modul M1793: Understanding the Service Market in India (MU)                                                                                        |                                                                                                                                                                             |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                                                                             |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                                                                  | <b>SWS</b> | <b>LP</b> |
| Den Dienstleistungsmarkt in Indien verstehen (MU) (L2951)                                                                                          | Vorlesung                                                                                                                                                                   | 4          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                                                                          |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                                             |            |           |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 94, Präsenzstudium 56                                                                                                                                          |            |           |
| <b>Leistungspunkte</b>                                                                                                                             | 5                                                                                                                                                                           |            |           |
| <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: Vertiefung Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU): Pflicht |            |           |

| Lehrveranstaltung L2951: Understanding the Service Market in India (MU) |                                    |
|-------------------------------------------------------------------------|------------------------------------|
| <b>Typ</b>                                                              | Vorlesung                          |
| <b>SWS</b>                                                              | 4                                  |
| <b>LP</b>                                                               | 5                                  |
| <b>Arbeitsaufwand in Stunden</b>                                        | Eigenstudium 94, Präsenzstudium 56 |
| <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.

| Modul M1355: Information Technology Management (APU)   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |    |
|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |    |
| Titel                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | SWS | LP |
| Information Technology Management (APU) (L1930)        | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 4   | 4  |
| <b>Modulverantwortlicher</b>                           | Prof. Yukihiro 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><br><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:<br><br>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><br><i>Sozialkompetenz</i> | Key Qualifications:<br><br>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><br><i>Wissen</i><br><br><i>Fertigkeiten</i><br><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><br><i>Selbstständigkeit</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&D, New Product Development, Business Operations, and the role and the effective use of Information Technology for overall management.<br><br>- Skills in managing business and innovation processes<br><br>- Managing a variety of technologies<br><br>- Project management towards an innovative company strategy<br><br>- Teamwork and communication skills<br><br>- Intercultural management skills<br><br>- Leadership<br><br>- Analytical decision making |            |           |
| <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 L1931: 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. 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**

| <b>Titel</b>                                                                       | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>SWS</b> | <b>LP</b> |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| 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><br><i>Wissen</i><br><br><i>Fertigkeiten</i>                   | <p>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>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><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> | <p>Teamwork and communication skills</p> <ul style="list-style-type: none"> <li>- Management skills</li> <li>- Decision making</li> <li>- Presentation 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): 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)<br/> 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)<br/> Flath, David (2005)The Japanese Economy (2nd Edition), Oxford, Oxford University Press (Chapter 15)<br/> 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)<br/> 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)<br/> 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)<br/> 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<br/> 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 M1359: National Innovation Systems (APU)                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                           |     |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                           |     |    |
| Titel                                                                                                                                                                                                                                                                                                 | Typ                                                                                                                                                                                                                                                                                                       | SWS | LP |
| National Innovation Systems (APU) (L1935)                                                                                                                                                                                                                                                             | Vorlesung                                                                                                                                                                                                                                                                                                 | 4   | 4  |
| Modulverantwortlicher                                                                                                                                                                                                                                                                                 | Prof. Behrooz Asgari                                                                                                                                                                                                                                                                                      |     |    |
| Zulassungsvoraussetzungen                                                                                                                                                                                                                                                                             | None                                                                                                                                                                                                                                                                                                      |     |    |
| Empfohlene Vorkenntnisse                                                                                                                                                                                                                                                                              | None                                                                                                                                                                                                                                                                                                      |     |    |
| Modulziele/ angestrebte Lernergebnisse                                                                                                                                                                                                                                                                | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                                                                                                                                                                                 |     |    |
| Fachkompetenz<br><i>Wissen</i>                                                                                                                                                                                                                                                                        | Subject-related knowledge and understanding: <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> |                                                                                                                                                                                                                                                                                                           |     |    |
| Personale Kompetenzen<br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i>                                                                                                                                                                                                                           | After completing this module, students will have skills: <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> |     |    |
| Arbeitsaufwand in Stunden                                                                                                                                                                                                                                                                             | Eigenstudium 64, Präsenzstudium 56                                                                                                                                                                                                                                                                        |     |    |
| Leistungspunkte                                                                                                                                                                                                                                                                                       | 4                                                                                                                                                                                                                                                                                                         |     |    |
| Studienleistung                                                                                                                                                                                                                                                                                       | Keine                                                                                                                                                                                                                                                                                                     |     |    |
| Prüfung                                                                                                                                                                                                                                                                                               | Klausur                                                                                                                                                                                                                                                                                                   |     |    |
| Prüfungsdauer und -umfang                                                                                                                                                                                                                                                                             | Prüfung abgelegt an der Ritsumeikan Asia Pacific University                                                                                                                                                                                                                                               |     |    |
| Zuordnung zu folgenden Curricula                                                                                                                                                                                                                                                                      | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Pflicht                                                                                                                                                                   |     |    |

| Lehrveranstaltung L1935: National Innovation Systems (APU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Typ                                                        | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| SWS                                                        | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| LP                                                         | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Arbeitsaufwand in Stunden                                  | Eigenstudium 64, Präsenzstudium 56                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Dozenten                                                   | Prof. Behrooz Asgari                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Sprachen                                                   | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Zeitraum                                                   | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Inhalt                                                     | <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> |
| Literatur                                                  | No textbook , but a journal articles and book chapters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

| Modul M1361: Quality and Operations Management (APU)                               |                                                                                                                                                                                                                                                                                                                                                                                                                            |            |           |
|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                            |            |           |
| <b>Titel</b>                                                                       | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>SWS</b> | <b>LP</b> |
| Quality and Operations Management (APU) (L1936)                                    | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                  | 4          | 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><br><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><br><i>Sozialkompetenz</i><br><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, Thruput, 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 M1362: Major Seminar (APU)                       |                                                                                                                                         |     |    |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                    |                                                                                                                                         |     |    |
| Titel                                                  | Typ                                                                                                                                     | SWS | LP |
| Major Seminar (APU) (L1939)                            | Seminar                                                                                                                                 | 6   | 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><br><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><br><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 M1363: Project Management (APU)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                             |     |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                             |     |    |
| Titel                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Typ                                                                                                                                         | SWS | LP |
| Project Management (APU) (L1940)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Vorlesung                                                                                                                                   | 4   | 4  |
| Modulverantwortlicher                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Prof. Noboyuki Yamamura                                                                                                                     |     |    |
| Zulassungsvoraussetzungen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | None                                                                                                                                        |     |    |
| Empfohlene Vorkenntnisse                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Basic management subjects.                                                                                                                  |     |    |
| Modulziele/ angestrebte Lernergebnisse                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                   |     |    |
| Fachkompetenz<br><i>Wissen</i> <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), kaiatsu (development), and kaizen (improvement)</li></ul><br><i>Fertigkeiten</i> <ul style="list-style-type: none"><li>• Identify project risks.</li><li>• apply methods for motivating teams and retaining focus.</li><li>• Use tools and techniques for planning and tracking a project.</li><li>• the implementation of innovative project management techniques and processes.</li><li>• adaptation of project management techniques to projects in developing countries including alternative planning strategies for conditions of uncertainty and organizational factors in policies, gaining acceptance, assuring implementation, and coping with unanticipated consequences.</li></ul><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i> <ul style="list-style-type: none"><li>- Teamwork and communication skills</li><li>- Intercultural management skills specific to Japan and Asia</li></ul><br><i>Selbstständigkeit</i> <ul style="list-style-type: none"><li>- Leadership and decision making skills.</li><li>- Project management skills.</li></ul> |                                                                                                                                             |     |    |
| Arbeitsaufwand in Stunden                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Eigenstudium 64, Präsenzstudium 56                                                                                                          |     |    |
| Leistungspunkte                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 4                                                                                                                                           |     |    |
| Studienleistung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Keine                                                                                                                                       |     |    |
| Prüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Klausur                                                                                                                                     |     |    |
| Prüfungsdauer und -umfang                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Prüfung abgelegt an der Ritsumeikan Asia Pacific University                                                                                 |     |    |
| Zuordnung zu folgenden Curricula                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 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 M1366: Management in Asia and Japan (APU)

### Lehrveranstaltungen

| Titel                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Typ                                                                                                                                         | SWS | LP |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| 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><br><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><br><i>Fertigkeiten</i> <p>Develop oral and written communication skills.</p><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i> <ul style="list-style-type: none"> <li>• Be culturally sensitive</li> <li>• Teamwork</li> <li>• International communication skills</li> </ul><br><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 M1368: Management of Japanese Family Businesses (APU) |                                                                                                                                                                                                                                                                                                                                                                                                  |            |           |
|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                  |                                                                                                                                                                                                                                                                                                                                                                                                  |            |           |
| <b>Titel</b>                                                | <b>Typ</b>                                                                                                                                                                                                                                                                                                                                                                                       | <b>SWS</b> | <b>LP</b> |
| Management of Japanese Family Businesses (APU) (L1947)      | 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><br><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><br><i>Sozialkompetenz</i>      | - Teamwork and communication skills.<br><br>- 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)

### Lehrveranstaltungen

| Titel                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Typ                                                                                                                                         | SWS | LP |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| 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><br><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><br><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><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i> Teamwork and communication skills.<br><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)          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |     |    |
|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----|----|
| Lehrveranstaltungen                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |     |    |
| Titel                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Typ       | SWS | LP |
| Japanese I (APU) (L1943)               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Vorlesung | 4   | 4  |
| Modulverantwortlicher                  | Prof. Rian Beise-Zee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |     |    |
| Zulassungsvoraussetzungen              | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |     |    |
| Empfohlene Vorkenntnisse               | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |     |    |
| Modulziele/ angestrebte Lernergebnisse | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |           |     |    |
| Fachkompetenz                          | <p>By the end of the module students will have learned:</p> <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> <p>Students will gain basic communication skills in the Japanese language.</p> <p>Communication skills.</p> <p>The course will help students orienting themselves in every day life in Japan through a better understanding of language and culture.</p> |           |     |    |
| Wissen                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |     |    |
| Fertigkeiten                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |     |    |
| Personale Kompetenzen                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |     |    |
| Sozialkompetenz                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |     |    |
| Selbstständigkeit                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |     |    |
| Arbeitsaufwand in Stunden              | Eigenstudium 64, Präsenzstudium 56                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |           |     |    |
| Leistungspunkte                        | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           |     |    |
| Studienleistung                        | Keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |     |    |
| Prüfung                                | Klausur                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |           |     |    |
| Prüfungsdauer und -umfang              | Prüfung abgelegt an der Ritsumeikan Asia Pacific University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |     |    |
| Zuordnung zu folgenden Curricula       | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology and Innovation Management in Japan (APU): Wahlpflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |     |    |

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

## 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 M1786: Strategic Management (KTU)                                                                                                            |                                                                                                                |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                     | <b>SWS</b> | <b>LP</b> |
| Strategisches Management (KTU) (L2944)                                                                                                             | Vorlesung                                                                                                      | 4          | 10        |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                             |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                |            |           |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 244, Präsenzstudium 56                                                                            |            |           |
| <b>Leistungspunkte</b>                                                                                                                             | 10                                                                                                             |            |           |
| <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: Vertiefung Technology Venturing (KTU): Pflicht |            |           |

| Lehrveranstaltung L2944: Strategic Management (KTU) |                                     |
|-----------------------------------------------------|-------------------------------------|
| <b>Typ</b>                                          | Vorlesung                           |
| <b>SWS</b>                                          | 4                                   |
| <b>LP</b>                                           | 10                                  |
| <b>Arbeitsaufwand in Stunden</b>                    | Eigenstudium 244, Präsenzstudium 56 |
| <b>Dozenten</b>                                     | NN                                  |
| <b>Sprachen</b>                                     | EN                                  |
| <b>Zeitraum</b>                                     | WiSe                                |
| <b>Inhalt</b>                                       |                                     |
| <b>Literatur</b>                                    |                                     |

| Modul M1787: Data Analysis Methods (KTU)                                                                                                           |                                                                                                                |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                     | <b>SWS</b> | <b>LP</b> |
| Methoden der Datenanalyse (KTU) (L2945)                                                                                                            | Vorlesung                                                                                                      | 4          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                             |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                |            |           |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 94, Präsenzstudium 56                                                                             |            |           |
| <b>Leistungspunkte</b>                                                                                                                             | 5                                                                                                              |            |           |
| <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: Vertiefung Technology Venturing (KTU): Pflicht |            |           |

| Lehrveranstaltung L2945: Data Analysis Methods (KTU) |                                    |
|------------------------------------------------------|------------------------------------|
| <b>Typ</b>                                           | Vorlesung                          |
| <b>SWS</b>                                           | 4                                  |
| <b>LP</b>                                            | 5                                  |
| <b>Arbeitsaufwand in Stunden</b>                     | Eigenstudium 94, Präsenzstudium 56 |
| <b>Dozenten</b>                                      | NN                                 |
| <b>Sprachen</b>                                      | EN                                 |
| <b>Zeitraum</b>                                      | WiSe                               |
| <b>Inhalt</b>                                        |                                    |
| <b>Literatur</b>                                     |                                    |

| Modul M1788: Reserach Project (KTU)                                                                                                                |                                                                                                                |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                     | <b>SWS</b> | <b>LP</b> |
| Forschungsprojekt (KTU) (L2946)                                                                                                                    | Projektseminar                                                                                                 | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                             |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                |            |           |
| <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>                                                                                                                   | ca. 10 Seiten schriftliche Ausarbeitung und mündliche Präsentation                                             |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Technology Venturing (KTU): Pflicht |            |           |

| Lehrveranstaltung L2946: Research Project (KTU) |                                    |
|-------------------------------------------------|------------------------------------|
| <b>Typ</b>                                      | Projektseminar                     |
| <b>SWS</b>                                      | 5                                  |
| <b>LP</b>                                       | 5                                  |
| <b>Arbeitsaufwand in Stunden</b>                | Eigenstudium 80, Präsenzstudium 70 |
| <b>Dozenten</b>                                 | NN                                 |
| <b>Sprachen</b>                                 | EN                                 |
| <b>Zeitraum</b>                                 | WiSe                               |
| <b>Inhalt</b>                                   |                                    |
| <b>Literatur</b>                                |                                    |

## Modul M1789: Communication and Negotiation (KTU)

### Lehrveranstaltungen

| Titel                                                                                                                                              | Typ                                                                                                            | SWS | LP |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-----|----|
| Kommunikation und Verhandlungsführung (KTU) (L2947)                                                                                                | Vorlesung                                                                                                      | 4   | 5  |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                             |     |    |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                |     |    |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 94, Präsenzstudium 56                                                                             |     |    |
| <b>Leistungspunkte</b>                                                                                                                             | 5                                                                                                              |     |    |
| <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: Vertiefung Technology Venturing (KTU): Pflicht |     |    |

### Lehrveranstaltung L2947: Communication and Negotiation (KTU)

|                                  |                                    |
|----------------------------------|------------------------------------|
| <b>Typ</b>                       | Vorlesung                          |
| <b>SWS</b>                       | 4                                  |
| <b>LP</b>                        | 5                                  |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 94, Präsenzstudium 56 |
| <b>Dozenten</b>                  | NN                                 |
| <b>Sprachen</b>                  | EN                                 |
| <b>Zeitraum</b>                  | WiSe                               |
| <b>Inhalt</b>                    |                                    |
| <b>Literatur</b>                 |                                    |

| Modul M1376: Business Models Innovation (KTU)          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |    |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |    |
| Titel                                                  | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SWS | LP |
| Business Models Innovation (KTU) (L1955)               | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 5   | 5  |
| <b>Modulverantwortlicher</b>                           | Prof. Giedrius Jucevičius                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |    |
| <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><br><i>Wissen</i>                  | 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<br><br>2. Knows the theoretical alternatives of new value creation and is capable of applying the methods of rethinking the boundaries of markets and industries<br><br>3. Knows the main patterns of business models and is capable of linking them with the new value propositions<br><br>4. Is capable of identifying the opportunities of new business models and new value propositions in the contemporary business environment<br><br>5. Knows the recent trends of consumption in the contemporary markets and is capable of integrating them into the construction of new value propositions<br><br>6. Understands the challenges underlying the practical implementation of value innovation and is capable of meeting them successfully in the organizational practice<br><br>7. Knows the key theories and practices in change management, related to value innovation, and is capable of applying them successfully in organizational activities<br><br>8. Is capable of testing the prototypes of new value propositions in the market and interpreting the obtained data |     |    |
| <i>Fertigkeiten</i>                                    | 1. Able to identify new business possibilities through profound and entrepreneurial evaluation of economic, social, and other changes<br><br>2. Capable of creating innovative business models, processes of innovation implementation, and business intelligence systems.<br><br>3. Able to think sistemically, critically, and creatively; capable of communicating and presenting the acquired knowledge.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |    |
| <b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i> | Teamwork, discussion, ideas sharing, harmonizing business development and the principles of sustainable development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |    |
| <i>Selbstständigkeit</i>                               | Presentation skills, literature research, data collection, analyses and interpretation based on gained theoretical concepts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |    |
| <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 L1955: Business Models Innovation (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. Giedrius Jucevičius                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Sprachen</b>                                           | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Zeitraum</b>                                           | SoSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

## Fachmodule der Vertiefung Wertorientierte Technologie Geschäftsentwicklung (TAU)

An der TAU haben die Studierenden die Möglichkeit, sich auf **Value-Driven Technology Business Development** zu spezialisieren. Das Lehrangebot dieser Spezialisierung integriert Technologiemanagement, Vertriebs- und Finanzmanagement sowie Wertschöpfung und Kommunikation und ergänzt die Lerninhalte des ersten Jahres des GTIME-Studiums.

Die an der TAU angebotenen Kurse haben Wertschöpfung, Wertquantifizierung, Wertkommunikation und Werterfassung als gemeinsame Faktoren. Sie werden ein solides Verständnis dafür vermitteln, wie Organisationen in verschiedenen Kontexten erfolgreich Werte schaffen, quantifizieren, kommunizieren und erfassen und wie man dieses Wissen in verschiedenen organisatorischen Kontexten kreativ anwendet.

| Modul M1815: Analysing and Communicating Value (TAU)                                                                                               |                                                                                                                                            |            |           |
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| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                                            |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                                 | <b>SWS</b> | <b>LP</b> |
| Analyse und Kommunikation von Werten (TAU) (L3012)                                                                                                 | Vorlesung                                                                                                                                  | 10         | 10        |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                                         |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                            |            |           |
| <b>Arbeitsaufwand in Stunden</b>                                                                                                                   | Eigenstudium 160, Präsenzstudium 140                                                                                                       |            |           |
| <b>Leistungspunkte</b>                                                                                                                             | 10                                                                                                                                         |            |           |
| <b>Studienleistung</b>                                                                                                                             | Keine                                                                                                                                      |            |           |
| <b>Prüfung</b>                                                                                                                                     | Schriftliche Ausarbeitung                                                                                                                  |            |           |
| <b>Prüfungsdauer und -umfang</b>                                                                                                                   | Prüfung abgelegt an der Tampere University                                                                                                 |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Wertorientierte Technologie Geschäftsentwicklung (TAU): Pflicht |            |           |

| Lehrveranstaltung L3012: Analysing and Communicating Value (TAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <b>Typ</b>                                                       | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>SWS</b>                                                       | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>LP</b>                                                        | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Arbeitsaufwand in Stunden</b>                                 | Eigenstudium 160, Präsenzstudium 140                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Dozenten</b>                                                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Sprachen</b>                                                  | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Zeitraum</b>                                                  | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Inhalt</b>                                                    | <p>After this course, students should have a good starting point for working on their Master's Thesis rather independently - in terms of (1) understanding of different empirical data gathering methods, (2) conceptual thinking and (3) empirical research work and its documentation as well as (4) the structure, content and narrative of a thesis. Different managerial concepts, in the end, are tools for both researchers and managers alike to develop their thinking and understanding on complex issues. Students can solve managerial problems in different organizations with the help of the existing literature and are able to reflect the reality using the existing literature and concepts. The student understands how the active work in the field, in the spirit of interventionist research, can be a way to (1) get access to the organization, (2) become a team member, hence (3) providing access to more interesting research data. Naturally, each student will gain expertise in the content area of the paper.</p> <p>The following shows the learning objectives connected to grading:</p> <p>After completing this course (Final Grade 1), a student has some idea about the expectations Finnish work environment sets on young business development professionals. The company project is executed with minimal effort and brings no real value to the company. Nevertheless, the student understands the basic idea of constructing the objective and the narrative for an empirical research paper describing the research project and its key findings. The student is able to acquire, evaluate, compare and select information using research literature (and also understand the difference between peer-reviewed material and other sources) related to their empirical project work and research objective as well as provide a summary of the concepts applied in the case.</p> <p>After completing the course (Final Grade 2), a student knows how to push forward her/his own work, either in the case or writing (though the project management and action plans still mainly rely on the assistant/teacher). The student is able to construct a simple theoretical framework and apply the framework in an empirical project and resulting research paper. In addition, the student invests some effort in developing the company projects, although the results are not yet meaningful. The student writes simple yet understandable English and the paper has an identifiable narrative fulfilling the defined research objectives. The student is also aware of the data gathering methods used in qualitative management research and knows how to document the data gathering process. Similarly, the student is able to follow given instructions to push forward simple development tasks.</p> <p>After completing the course (Final Grade 3), the student is able to execute an empirical research project with the help of a supervisor; the student is able to actively seek help when needed and also follow the given instructions (with positive attitude),</p> |

adding value on top of the advice given. The student is able to build a narrative for a research report with the help of the supervisor and apply the key theoretical concepts appropriately. The company project proceeds well and produces value to the company. The student is able to write simple yet rather flawless English following formatting instructions and reference practices as well as apply the basic tools needed for good cohesion. The student is able to link some empirical findings back to the research literature and the findings are visually connected to the framework built, hence complementing the framework deduced from the theory.

After completing the course (Final Grade 4), the student is able to manage her/his projects independently, seeking advice with good, well-structured questions when needed (with the course material and other evident sources consulted first). The student understands how the active, independent work with the case company makes the managers communicate actively with the student who is now clearly in the driver seat of the project. The student can identify development needs and structure the problem with a conceptual, visual representation as well as propose several potential solutions. The student has developed a habit to report systematically to the supervisors to keep them interested regarding the theoretical work going on. The student knows how to document the theoretical work in a way that feels natural and comfortable to her/himself. The student invests a good amount of effort into the company project, which results in some meaningful findings. The student understands how research interventions are used to 'tease out' theoretically-interesting questions/results with potential for a theory contribution and how to apply that knowledge when building an empirical research setting. The student is also to write professional English with a well-considered narrative, good cohesion, elegant formatting and smart referencing, including almost ready-for-press quality illustrations/visuals.

After completing the course (Final Grade 5), the student is able to execute an empirical research process independently and identify interesting theory contributions on her/his own, though the final argumentation and final visual representations may still need some advice from the supervisors. The student is able to keep both supervisors and company stakeholders interested in the work by good, systematic reporting, engaging the supervisors in the process in a positive way - even when the student needs help, the requests are well structured and the questions show the in-depth understanding of the context as well as the relevant literature. The student knows how to document the interventionist research process and how to show the chain of evidence regarding how the empirical case produced the key findings and the role the intervention played in the process. The student is able to identify findings with theory contribution and position them in the existing literature as well as argue the contribution potential. The student invests a lot of time and effort into the company project, proven by the amount of produced value. The student is able to write academic English in terms of narrative, cohesion, formatting and referencing plus the visuals.

After this course, students should have a good starting point for working on their Master's Thesis rather independently - in terms of (1) understanding of different empirical data gathering methods, (2) conceptual thinking and (3) empirical research work and its documentation as well as (4) the structure, content and narrative of a thesis. Different managerial concepts, in the end, are tools for both researchers and managers alike to develop their thinking and understanding on complex issues. Students can solve managerial problems in different organizations with the help of the existing literature and are able to reflect the reality using the existing literature and concepts. The student understands how the active work in the field, in the spirit of interventionist research, can be a way to (1) get access to the organization, (2) become a team member, hence (3) providing access to more interesting research data. Naturally, each student will gain expertise in the content area of the paper.

The following shows the learning objectives connected to grading:

After completing this course (Final Grade 1), a student has some idea about the expectations Finnish work environment sets on young business development professionals. The company project is executed with minimal effort and brings no real value to the company. Nevertheless, the student understands the basic idea of constructing the objective and the narrative for an empirical research paper describing the research project and its key findings. The student is able to acquire, evaluate, compare and select information using research literature (and also understand the difference between peer-reviewed material and other sources) related to their empirical project work and research objective as well as provide a summary of the concepts applied in the case.

After completing the course (Final Grade 2), a student knows how to push forward her/his own work, either in the case or writing (though the project management and action plans still mainly rely on the assistant/teacher). The student is able to construct a simple theoretical framework and apply the framework in an empirical project and resulting research paper. In addition, the student invests some effort in developing the company projects, although the results are not yet meaningful. The student writes simple yet understandable English and the paper has an identifiable narrative fulfilling the defined research objectives. The student is also aware of the data gathering methods used in qualitative management research and knows how to document the data gathering process. Similarly, the student is able to follow given instructions to push forward simple development tasks.

After completing the course (Final Grade 3), the student is able to execute an empirical research project with the help of a supervisor; the student is able to actively seek help when needed and also follow the given instructions (with positive attitude), adding value on top of the advice given. The student is able to build a narrative for a research report with the help of the supervisor and apply the key theoretical concepts appropriately. The company project proceeds well and produces value to the company. The student is able to write simple yet rather flawless English following formatting instructions and reference practices as well as apply the basic tools needed for good cohesion. The student is able to link some empirical findings back to the research literature and the findings are visually connected to the framework built, hence complementing the framework deduced from the theory.

After completing the course (Final Grade 4), the student is able to manage her/his projects independently, seeking advice with good, well-structured questions when needed (with the course material and other evident sources consulted first). The student understands how the active, independent work with the case company makes the managers communicate actively with the student who is now clearly in the driver seat of the project. The student can identify development needs and structure the problem with a conceptual, visual representation as well as propose several potential solutions. The student has developed a habit to report systematically to the supervisors to keep them interested regarding the theoretical work going on. The student knows how to document the theoretical work in a way that feels natural and comfortable to her/himself. The student invests a good amount of effort into the company project, which results in some meaningful findings. The student understands how research interventions are used to 'tease out' theoretically-interesting questions/results with potential for a theory contribution and how to apply that

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|                  | <p>knowledge when building an empirical research setting. The student is also to write professional English with a well-considered narrative, good cohesion, elegant formatting and smart referencing, including almost ready-for-press quality illustrations/visuals.</p> <p>After completing the course (Final Grade 5), the student is able to execute an empirical research process independently and identify interesting theory contributions on her/his own, though the final argumentation and final visual representations may still need some advice from the supervisors. The student is able to keep both supervisors and company stakeholders interested in the work by good, systematic reporting, engaging the supervisors in the process in a positive way - even when the student needs help, the requests are well structured and the questions show the in-depth understanding of the context as well as the relevant literature. The student knows how to document the interventionist research process and how to show the chain of evidence regarding how the empirical case produced the key findings and the role the intervention played in the process. The student is able to identify findings with theory contribution and position them in the existing literature as well as argue the contribution potential. The student invests a lot of time and effort into the company project, proven by the amount of produced value. The student is able to write academic English in terms of narrative, cohesion, formatting and referencing plus the visuals.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Literatur</b> | <p>Nach Abschluss des Kurses (Abschlussnote 5) ist der/die Studierende in der Lage, selbständig einen empirischen Forschungsprozess durchzuführen und interessante Theoriebeiträge zu identifizieren, auch wenn die abschließende Argumentation und die abschließenden visuellen Darstellungen noch einiger Beratung durch die Betreuer bedürfen. Die/der Studierende ist in der Lage, sowohl die BetreuerInnen als auch die Stakeholder des Unternehmens durch eine gute, systematische Berichterstattung für die Arbeit zu interessieren und die BetreuerInnen auf positive Weise in den Prozess einzubinden - selbst wenn die/der Studierende Hilfe benötigt, sind die Anfragen gut strukturiert und die Fragen zeigen ein tiefgehendes Verständnis des Kontexts sowie der relevanten Literatur. Der/die Studierende weiß, wie er/sie den interventionistischen Forschungsprozess dokumentiert und wie er/sie die Beweiskette aufzeigt, wie der empirische Fall zu den Schlüsselergebnissen führte und welche Rolle die Intervention in diesem Prozess spielte. Der/die Studierende ist in der Lage, Ergebnisse mit Theoriebeitrag zu identifizieren und in der bestehenden Literatur zu positionieren sowie das Beitragspotenzial zu argumentieren. Der/die Studierende investiert viel Zeit und Mühe in das Unternehmensprojekt, was durch den Umfang des produzierten Werts belegt wird. Der/die Studierende ist in der Lage, akademisches Englisch in Bezug auf Erzählung, Kohäsion, Formatierung und Referenzierung sowie visuelle Darstellungen zu schreiben.</p> <p>Nach diesem Kurs sollten die Studierenden eine gute Ausgangsbasis haben, um ihre Masterarbeit relativ selbstständig zu bearbeiten - in Bezug auf (1) das Verständnis verschiedener Methoden der empirischen Datenerhebung, (2) konzeptionelles Denken und (3) empirische Forschungsarbeit und deren Dokumentation sowie (4) die Struktur, den Inhalt und die Erzählweise einer Arbeit. Die verschiedenen Managementkonzepte sind letztlich Werkzeuge für Forscher und Manager gleichermaßen, um ihr Denken und ihr Verständnis für komplexe Probleme zu entwickeln. Die Studierenden können Managementprobleme in verschiedenen Organisationen mit Hilfe der vorhandenen Literatur lösen und sind in der Lage, die Realität anhand der vorhandenen Literatur und Konzepte zu reflektieren. Der Student versteht, wie die aktive Arbeit vor Ort im Sinne der interventionistischen Forschung ein Weg sein kann, (1) Zugang zur Organisation zu erhalten, (2) ein Teammitglied zu werden und damit (3) Zugang zu interessanteren Forschungsdaten zu erhalten. Natürlich erwirbt jeder Student Fachwissen über den Inhaltsbereich der Arbeit.</p> <p>Im Folgenden werden die mit der Benotung verbundenen Lernziele dargestellt:</p> <p>Nach Abschluss dieses Kurses (Abschlussnote 1) hat der Student eine Vorstellung von den Erwartungen, die das finnische Arbeitsumfeld an junge Fachleute im Bereich der Unternehmensentwicklung stellt. Das Unternehmensprojekt wird mit minimalem Aufwand durchgeführt und bringt keinen wirklichen Wert für das Unternehmen. Nichtsdestotrotz versteht der Schüler die Grundidee, die Zielsetzung und den Bericht für eine empirische Forschungsarbeit zu formulieren, die das Forschungsprojekt und seine wichtigsten Ergebnisse beschreibt. Der Student ist in der Lage, Informationen aus der Forschungsliteratur zu beschaffen, zu bewerten, zu vergleichen und auszuwählen (und auch den Unterschied zwischen begutachtetem Material und anderen Quellen zu verstehen), die sich auf seine empirische Projektarbeit und sein Forschungsziel beziehen, sowie eine Zusammenfassung der im Fall angewandten Konzepte zu erstellen.</p> <p>Nach Beendigung des Kurses (Abschlussnote 2) weiß ein/e Schüler/in, wie er/sie seine/ihre eigene Arbeit vorantreiben kann, entweder im Fall oder schriftlich (obwohl das Projektmanagement und die Aktionspläne immer noch hauptsächlich vom Assistenten/Lehrer abhängen). Der/die Studierende ist in der Lage, einen einfachen theoretischen Rahmen zu konstruieren und diesen in einem empirischen Projekt und einer daraus resultierenden Forschungsarbeit anzuwenden. Darüber hinaus investiert der Studierende einige Anstrengungen in die Entwicklung von Unternehmensprojekten, obwohl die Ergebnisse noch nicht aussagekräftig sind. Der Student schreibt in einfachem, aber verständlichem Englisch und die Arbeit hat eine erkennbare Erzählung, die die definierten Forschungsziele erfüllt. Der Studierende kennt die Methoden der Datenerhebung in der qualitativen Managementforschung und weiß, wie man den Datenerhebungsprozess dokumentiert. Ebenso ist der Studierende in der Lage, vorgegebene Anweisungen zu befolgen, um einfache Entwicklungsaufgaben voranzutreiben.</p> <p>Nach Abschluss des Kurses (Abschlussnote 3) ist der Studierende in der Lage, ein empirisches Forschungsprojekt mit Hilfe eines Betreuers durchzuführen; er ist in der Lage, bei Bedarf aktiv um Hilfe zu bitten und die gegebenen Anweisungen (mit positiver Einstellung) zu befolgen und den gegebenen Ratschlägen einen Mehrwert hinzuzufügen. Der Studierende ist in der Lage, mit Hilfe des Betreuers eine Darstellung für einen Forschungsbericht zu erstellen und die wichtigsten theoretischen Konzepte angemessen anzuwenden. Das Unternehmensprojekt kommt gut voran und bringt dem Unternehmen einen Mehrwert. Der/die Studierende ist in der Lage, einfache, aber ziemlich fehlerfreie englische Texte zu verfassen, indem er/sie die Formatierungsanweisungen und Referenzpraktiken befolgt und die grundlegenden Werkzeuge anwendet, die für eine gute Kohäsion erforderlich sind. Der Student ist in der Lage, einige empirische Ergebnisse mit der Forschungsliteratur zu verknüpfen, und die Ergebnisse sind visuell mit dem erstellten Rahmen verbunden, wodurch der aus der Theorie abgeleitete Rahmen ergänzt wird.</p> <p>Nach Abschluss des Kurses (Abschlussnote 4) ist der/die Studierende in der Lage, seine/ihre Projekte selbstständig zu verwalten und bei Bedarf mit guten, gut strukturierten Fragen Rat zu suchen (wobei das Kursmaterial und andere offensichtliche Quellen zuerst konsultiert werden). Der/die Studierende versteht, wie die aktive, selbständige Arbeit mit dem Fallunternehmen die Manager dazu bringt, aktiv mit dem/der Studierenden zu kommunizieren, der/die nun eindeutig auf dem Fahrersitz des Projekts sitzt. Der Student kann den Entwicklungsbedarf identifizieren und das Problem mit einer konzeptionellen, visuellen Darstellung strukturieren sowie mehrere potenzielle Lösungen vorschlagen. Der Student hat sich angewöhnt, seinen Vorgesetzten</p> |

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|  | <p>systematisch Bericht zu erstatten, um deren Interesse an der theoretischen Arbeit aufrechtzuerhalten. Der/die Studierende weiß, wie er/sie die theoretische Arbeit in einer Weise dokumentiert, die ihm/ihr natürlich und angenehm erscheint. Der Student/die Studentin investiert ein gutes Maß an Anstrengung in das Unternehmensprojekt, was zu einigen aussagekräftigen Ergebnissen führt. Die/der Studierende versteht, wie Forschungsinterventionen eingesetzt werden, um theoretisch interessante Fragen/Ergebnisse mit Potenzial für einen Theoriebeitrag herauszuarbeiten, und wie man dieses Wissen beim Aufbau eines empirischen Forschungssettings anwendet. Der Student soll auch einen professionellen englischen Text mit einer gut durchdachten Erzählung, gutem Zusammenhalt, eleganter Formatierung und intelligenter Referenzierung schreiben, einschließlich fast druckreifer Illustrationen/Visualisierungen.</p> |
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| Modul M1816: Managerial Finance for Sales and Sourcing (TAU)                                                                                       |                                                                                                                                            |            |           |
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| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                                            |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                                 | <b>SWS</b> | <b>LP</b> |
| Finanzmanagement für Vertrieb und Beschaffung (TAU) (L3013)                                                                                        | Vorlesung                                                                                                                                  | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                                         |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                            |            |           |
| <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 Tampere University                                                                                                 |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Wertorientierte Technologie Geschäftsentwicklung (TAU): Pflicht |            |           |

| Lehrveranstaltung L3013: Managerial Finance for Sales and Sourcing (TAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                               | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>SWS</b>                                                               | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>LP</b>                                                                | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Arbeitsaufwand in Stunden</b>                                         | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Dozenten</b>                                                          | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Sprachen</b>                                                          | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Zeitraum</b>                                                          | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Inhalt</b>                                                            | <p>In business organizations, people are increasingly managed with numbers. Thus, after passing the course (Final grade 1), students are familiar with the basic financial concepts and tools used in the industry and are able to use them in simple contexts. However, in the management field, these concepts and tools must be applied in order to provide the foundation for decision-making. With final grades 2 and 3, students are able to understand how such concepts and tools are used to support management decisions making.</p> <p>In today's knowledge economy, financial information not only is seen as a tool for managing people or organizations. Instead, it is increasingly seen as a source of innovation. Analyzing financial data may, for example, reveal that some customers are willing to pay more of the same product than others, hence helping the company to target its customers better. Understanding of value creation requires that companies are not only able to analyze their own costs but, instead, they also need to analyze the costs of their customers and sometimes even their customer's customers. Similarly, companies are looking for new performance measurement systems or compensation plans to guide the organization to do the right things in order to maximize the value creation and, eventually, outperform the competition. Students passing the course with final grade of 4 and 5 are able to understand the role financial information can play in such business development processes and how financial tools can be applied in innovative ways.</p> |
| <b>Literatur</b>                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

| Modul M1817: Basics of Industrial Management (TAU)                                                                                                 |                                                                                                                                            |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                                            |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                                 | <b>SWS</b> | <b>LP</b> |
| Grundlagen des industriellen Managements (TAU) (L3015)                                                                                             | Vorlesung                                                                                                                                  | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                                         |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                            |            |           |
| <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 Tampere University                                                                                                 |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Wertorientierte Technologie Geschäftsentwicklung (TAU): Pflicht |            |           |

| Lehrveranstaltung L3015: Basics of Industrial Management (TAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                     | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>SWS</b>                                                     | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>LP</b>                                                      | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Arbeitsaufwand in Stunden</b>                               | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Dozenten</b>                                                | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Sprachen</b>                                                | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Zeitraum</b>                                                | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Inhalt</b>                                                  | <p>This course sets the stage for management studies and provides a solid foundation for more advanced studies in industrial management. After the course, students understand how technology-driven, industrial-scale operations provide goods and services efficiently to the society while, at the same time, make profit for the owners. Understanding of value creation and its relationship to the success of business organisations forms the cornerstone of the course.</p> <p>Core content</p> <p>UNDERSTANDING 2B2 ENVIRONMENT</p> <p>Customer value key to profitable business</p> <ul style="list-style-type: none"> <li>-supply and distribution networks</li> <li>-customer value</li> <li>-income statement and balance sheet</li> <li>-competitive advantage</li> <li>-contribution costing</li> </ul> <p>FROM IDEA TO A PROFITABLE BUSINESS</p> <p>Development of offering</p> <ul style="list-style-type: none"> <li>-product life cycle</li> <li>-competition</li> <li>-money flow in product development</li> </ul> <p>Bookkeeping</p> <ul style="list-style-type: none"> <li>-principles of double-entry bookkeeping</li> <li>-closing and re-opening the books</li> <li>-inventory, receivables and payables</li> </ul> <p>Marketing process</p> <ul style="list-style-type: none"> <li>-segmentation in B2B and B2C contexts</li> <li>-target market, differentiation and positioning</li> </ul> |

|                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                  | <p>-sales process in B2B markets</p> <p>SCALING UP THE BUSINESS</p> <p>Expanding the business</p> <p>-product-market matrix</p> <p>-different ways of exporting</p> <p>-cost and capital planning</p> <p>-venture capital</p> <p>Building and managing the organisation</p> <p>-developing organisational structure</p> <p>-defining systematic processes</p> <p>-cost and profit centres</p> <p>-full costing</p> <p>SUCCESSFUL EXIT</p> <p>Business environment in the knowledge economy</p> <p>-management and leadership in the future</p> <p>-focus on core competencies and outsourcing</p> <p>-knowledge-intensive services and gamification</p> <p>-successful exit</p> <p>Complementary knowledge</p> <p>evaluating/quantifying customer value in practice</p> <p>estimating payback period of a new process innovation in practice</p> <p>3D printing as a communication tool in product development</p> <p>segmentation in B2B markets in practice</p> <p>challenges related to starting exports in practice</p> <p>building management reporting system and dashboards for KPIs in practice</p> <p>cultural differences in management and leadership</p> |
| <b>Literatur</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

**Modul M1819: Turning Technology into Business: Commercialization and Business Model Development (TAU)**

**Lehrveranstaltungen**

| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                                     | <b>SWS</b> | <b>LP</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| Technologie in ein Geschäft verwandeln: Kommerzialisierung & Geschäftsmodellentwicklung (TAU) (L3017) Vorlesung                                    |                                                                                                                                                | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                                             |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                                |            |           |
| <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 Tampere University                                                                                                     |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Wertorientierte Technologie Geschäftsentwicklung (TAU): Wahlpflicht |            |           |

**Lehrveranstaltung L3017: Turning Technology into Business: Commercialization and Business Model Development (TAU)**

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                       | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>SWS</b>                       | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>LP</b>                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Arbeitsaufwand in Stunden</b> | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Dozenten</b>                  | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Sprachen</b>                  | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Zeitraum</b>                  | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Inhalt</b>                    | The students will understand strategies and issues in commercializing circular economy technologies and technological products and services. The students investigate the design, analysis and utilization of business models and commercialization process models. Different tools, such as canvases and models, are applied for bridging technological innovation to customer needs and potential markets (commercialization process models, Business Model Canvas, Value proposition canvas, Impact Canvas). Special emphasis will be devoted to how institutions and regulations shape the business potential of circular economy technologies. The lessons learnt will cover strategic decision-making and tactics related to managing, financing and marketing technologies, acknowledging the different paths of turning circular economy technologies into business. |
| <b>Literatur</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

| Modul M1818: Turning Circular Economy Technologies into Business (TAU)                                   |                                                                                                                                                |     |    |
|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| Lehrveranstaltungen                                                                                      |                                                                                                                                                |     |    |
| Titel                                                                                                    | Typ                                                                                                                                            | SWS | LP |
| Umwandlung von Technologien der Kreislaufwirtschaft in Unternehmen (TAU) (L3016)                         | Vorlesung                                                                                                                                      | 5   | 5  |
| Modulverantwortlicher                                                                                    | NN                                                                                                                                             |     |    |
| Zulassungsvoraussetzungen                                                                                | None                                                                                                                                           |     |    |
| Empfohlene Vorkenntnisse                                                                                 |                                                                                                                                                |     |    |
| Modulziele/ angestrebte Lernergebnisse                                                                   | Nach erfolgreicher Teilnahme haben die Studierenden die folgenden Lernergebnisse erreicht                                                      |     |    |
| Fachkompetenz<br>Wissen<br>Fertigkeiten<br>Personale Kompetenzen<br>Sozialkompetenz<br>Selbstständigkeit |                                                                                                                                                |     |    |
| Arbeitsaufwand in Stunden                                                                                | Eigenstudium 80, Präsenzstudium 70                                                                                                             |     |    |
| Leistungspunkte                                                                                          | 5                                                                                                                                              |     |    |
| Studienleistung                                                                                          | Keine                                                                                                                                          |     |    |
| Prüfung                                                                                                  | Schriftliche Ausarbeitung                                                                                                                      |     |    |
| Prüfungsdauer und -umfang                                                                                | Prüfung abgelegt an der Tampere University                                                                                                     |     |    |
| Zuordnung zu folgenden Curricula                                                                         | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Wertorientierte Technologie Geschäftsentwicklung (TAU): Wahlpflicht |     |    |

| Lehrveranstaltung L3016: Turning Circular Economy Technologies into Business (TAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                                                         | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>SWS</b>                                                                         | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>LP</b>                                                                          | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Arbeitsaufwand in Stunden</b>                                                   | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Dozenten</b>                                                                    | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Sprachen</b>                                                                    | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Zeitraum</b>                                                                    | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Inhalt</b>                                                                      | The students will understand strategies and issues in commercializing circular economy technologies and technological products and services. The students investigate the design, analysis and utilization of business models and commercialization process models. Different tools, such as canvases and models, are applied for bridging technological innovation to customer needs and potential markets (commercialization process models, Business Model Canvas, Value proposition canvas, Impact Canvas). Special emphasis will be devoted to how institutions and regulations shape the business potential of circular economy technologies. The lessons learnt will cover strategic decision-making and tactics related to managing, financing and marketing technologies, acknowledging the different paths of turning circular economy technologies into business. |
| <b>Literatur</b>                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

| Modul M1820: Managing Operative Sales (TAU)                                                                                                        |                                                                                                                                            |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>Lehrveranstaltungen</b>                                                                                                                         |                                                                                                                                            |            |           |
| <b>Titel</b>                                                                                                                                       | <b>Typ</b>                                                                                                                                 | <b>SWS</b> | <b>LP</b> |
| Operativer Vertrieb (TAU) (L3014)                                                                                                                  | Vorlesung                                                                                                                                  | 5          | 5         |
| <b>Modulverantwortlicher</b>                                                                                                                       | NN                                                                                                                                         |            |           |
| <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><br><i>Wissen</i><br><i>Fertigkeiten</i><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><i>Selbstständigkeit</i> |                                                                                                                                            |            |           |
| <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 Tampere University                                                                                                 |            |           |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                            | Global Technology and Innovation Management & Entrepreneurship: Vertiefung Wertorientierte Technologie Geschäftsentwicklung (TAU): Pflicht |            |           |

| Lehrveranstaltung L3014: Managing Operative Sales (TAU) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typ</b>                                              | Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>SWS</b>                                              | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>LP</b>                                               | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Arbeitsaufwand in Stunden</b>                        | Eigenstudium 80, Präsenzstudium 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Dozenten</b>                                         | NN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Sprachen</b>                                         | EN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Zeitraum</b>                                         | WiSe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Inhalt</b>                                           | <p>The objective of the course is to understand the nature of operative sales in B2B markets and the key concepts used for business development in global B2B networks. After the course students understand the key characteristics of B2B markets and operative sales processes. Furthermore, students are familiar with the basic concepts and tools used in the planning, management and improvement of the operative sales processes in B2B context. Guest lecturers will be used to illustrate what development of B2B sales practices and processes mean in practice. In addition, the student papers used as course material will provide an opportunity for 'peer learning' since those papers have been written by first year master's students majoring in International Sales and Sourcing; the papers will illustrate how some 'peers with similar background' have applied business concepts and tools in their practical business development projects.</p> <p>To support business development in business networks, the course also includes elements of financial and management accounting, focusing on concepts relevant to sales professionals with the special emphasis on value creation and value capture. Thus, after the course students are able to apply contribution and full costing in simple pricing situations. The students also understand basic principles how business potential of a new offering or a new market can be quantified and are able to use that knowledge in the budgeting process. Finally, the students are able to apply financial key ratios to analyze income statement and balance sheet in order to evaluate and prioritize existing and potential customers.</p> <p>Selling technology-intensive products and services requires close collaboration with customers in order to help customers solve complex problems, making sales professionals almost consultants. To support that, the course also contains exercise on face-to-face sales negotiation to enable students to evaluate their current communication skills and potential areas of improvement. Thus, after the course students understand principles of good business interaction, are able to prepare and give a short 'pitch' focusing on essential elements from the customer's point of view and are aware of areas in business communication that still need improvement.</p> |
| <b>Literatur</b>                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

## Thesis

### Modul M-003: Masterarbeit

#### Lehrveranstaltungen

| Titel                                                                                                                                                          | Typ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | SWS | LP |
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| <b>Modulverantwortlicher</b>                                                                                                                                   | It. FSPO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |
| <b>Zulassungsvoraussetzungen</b>                                                                                                                               | <ul style="list-style-type: none"> <li>Laut ASPO § 21 (1):<br/>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><br><i>Wissen</i><br><br><i>Fertigkeiten</i><br><br><b>Personale Kompetenzen</b><br><i>Sozialkompetenz</i><br><br><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 abzuarbeiten.</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>                                                                                                                                                 | Iaut FSPO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |    |
| <b>Prüfungsdauer und -umfang</b>                                                                                                                               | Iaut FSPO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |    |
| <b>Zuordnung zu folgenden Curricula</b>                                                                                                                        | Global Technology and Innovation Management & Entrepreneurship: Abschlussarbeit: Pflicht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |    |