

<b>Business C: Digitalization &amp; Entrepreneurship</b>					
<b>Module: Technologiemanagement IV (Technology Management)</b>					
<b>M.Sc. Program: „Wirtschaftswissenschaften“</b>					
<b>Frequency</b>	<b>Duration</b>	<b>When taught</b>	<b>Credit points</b>	<b>Time</b>	
summer term	1 Semester	2./3. semester	7,5	225 h	
<b>1</b>	<b>Structure of the module</b>				
	<b>No.</b>	<b>Courses</b>	<b>Type</b>	<b>Credit Points</b>	<b>Credit hours</b>
	1	Strategy and Technology Case Studies	S	7,5	4
<b>2</b>	<b>Language of instruction</b>				
	English				
<b>3</b>	<b>Content of the module</b>				
	Managers in technology oriented ventures must make decisions with limited information to cope with the challenges of their dynamic environment. Therefore, they need to evaluate alternatives, make choices, and find solutions to deal with strategic challenges. In this seminar, students will take on the perspective of a decision-maker by analyzing and discussing complex management challenges illustrated in several case studies from various companies.				
<b>4</b>	<b>Competences</b>				
	This seminar enables students to understand the real-world challenges in the area of technology and strategic management and apply their knowledge from previous classes. Methods for structuring and analyzing complex case studies are taught. Moreover, students are required to work effectively as well as under high time pressure in a team setting. After completing this class they are able to discuss strategic alternatives critically, develop solutions to complex business problems and defend their recommendations.				
<b>5</b>	<b>Examinations</b>				
	Module examination, consisting of a graded written paper, oral presentations and active participation (attendance is compulsory) in both, seminar sessions and oral presentations.				
<b>6</b>	<b>Type of Examination</b>				
	<input checked="" type="checkbox"/> Covering the entire module <input type="checkbox"/> Relating to individual courses				
<b>7</b>	<b>Requirements</b>				
	-none- Favorably previous participation in the courses „New Product Management“ and „Strategic Technology and Innovation Management“				
<b>8</b>	<b>Status of the Module</b>				
	Elective Module in the M.Sc. programmes Wirtschaftswissenschaften, WiWi für ein Lehramt am Berufskolleg (Modellversuch), Wirtschaftsmathematik, Wirtschaftsingenieurwesen, Logistik, Mathematik and Statistik.				
<b>9</b>	<b>Module Coordinator</b>		<b>Responsible department</b>		
	Prof. Dr. Tessa Flatten		Wirtschaftswissenschaften		