



Technische Hochschule
Ingolstadt

Program in English for
International Students

Courses offered by
Business School

Summer Term 2022

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Each semester Technische Hochschule Ingolstadt offers guest students a full semester program in English offering 2nd and 3rd year modules with a total of 30 European Credits. Please note, that classes with less than eight participants could be cancelled.

Semester schedule is:

Autumn / winter semester (WS): 1st week in October – end of February

Spring / summer semester (SS): 3rd week in March – end of July

2. Description of Modules

2.1 Business Strategy and Digital Business Models

Business Strategy and Digital Business Models			
Module abbreviation:	DB_BSDBM	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		summer term
Lecturers:	Huber, Florian; Locher, Christian; Schuhmacher, Alexander		
Language of instruction:	English		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:		47 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		103 h
	Total:		150 h
Lecture types:	SU - seminaristischer Unterricht lecture		
Objectives:			
Students:			
<ul style="list-style-type: none"> • can apply tools and models of strategic and operational management with clear focus on customer centricity and competitive advantage • know how to approach and solve challenges of strategic management in a digital world • can apply case studies on diverse problems of strategic management 			
Content:			
<ul style="list-style-type: none"> • Business Planning • Business Models • Business Development • Strategy Implementation 			
Examinations:			
Written exam 90 minutes			
Literature:			
<ul style="list-style-type: none"> • GASSMANN, Oliver, Karolin FRANKENBERGER und Michaela CHOUDURY, 2020. <i>The Business Model Navigator: The strategies behind the mostsuccessful companies.</i> . 2. Auflage. New York: Pearson. ISBN 978-1-292-32712-9 			

- WUNDER, Thomas, 2016. *Essentials of Strategic Management. Effective Formulation and Execution of Strategy..* 1. Auflage. ISBN 978-3-7910-3285-6
- CHRISTENSEN, Clayton M., 2011. *The innovator's dilemma: the revolutionary book that will change the way you do business.* 1. Auflage. New York [u.a.]: Harper Business. ISBN 978-0-06-206024-2, 0-06-206024-4
- PARKER, Geoffrey, Marshall VAN ALSTYNE und Sangeet Paul CHOUDARY, 2016. *Platform revolution: how networked markets are transforming the economy - and how to make them work for you.* F. Auflage. New York ; London: W.W. Norton & Company. ISBN 978-0-393-24913-2, 978-0-393-35435-5
- HABERBERG, Adrian und Alison RIEPLE, 2008. *Strategic management: theory and application.* Oxford [u.a.]: Oxford Univ. Press. ISBN 978-0-19-921646-8
- WITTMANN, Robert G., Matthias REUTER und Michael JÜNGER, 2019. *Strategy Design Innovation: How to create business success using a systematic toolbox.* Augsburg: ZIEL. ISBN 978-3965570771
- HILL, Charles W. L., Gareth R. JONES und Melissa A. SCHILLING, 2019. *Strategic management: an integrated approach : theory & cases.* 13. Auflage. Boston, MA: Cengage Learning. ISBN 978-0-357-03384-5

Comments:

2.2 International Business Diplomacy and Crosscultural Management

International Business Diplomacy and Crosscultural Management			
Module abbreviation:	IG_IntBDCM	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		summer term
Lecturers:	Reicherstorfer, Anja		
Language of instruction:	English		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:		47 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		103 h
	Total:		150 h
Lecture types:	SU - seminaristischer Unterricht lecture		
Objectives:			
The students			
<ul style="list-style-type: none"> • know about the cultural differences and act accordingly • are able to interact and communicate in a global environment • are prepared to establish a business communication with international partners and are sensitive to their cultural peculiarities • are able to apply their knowledge in case studies in intercultural contexts and find appropriate solutions 			
Content:			
<ul style="list-style-type: none"> • Importance of intercultural management for companies doing business abroad • Theories of culture • Concepts of intercultural management and communication • Organisation and leadership in international teams • In-depth discussion of case studies on business in intercultural context 			
Examinations:			
Seminar paper with presentation			
Literature:			
<ul style="list-style-type: none"> • HOFSTEDÉ, Geert, 2010. <i>Cultures and organizations: Software of the mind</i>. 3. edition. • TROMPENAARS, Fons and Charles HAMPDEN-TURNER, 2012. <i>Riding the waves of culture</i>. 3. edition. • , . <i>Weekly in-class discussions will be based on assigned readings. Texts will be added to Moodle throughout the semester to supplement and illustrate various points as necessary.</i> 			

- RICHERSON, Peter J. and Robert BOYD, 2005. *Not by genes alone: how culture transformed human evolution*. Chicago [u.a.]: Univ. of Chicago Press.
- INGLEHART, Ronald, 2018. *Cultural evolution: people's motivations are changing, and reshaping the world*.
- MOLL, Melanie, 2012. *The Quintessence of intercultural business communication*. Heidelberg u.a.: Springer.
- MEYER, Erin, 2014. *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*

Comments:

2.3 International Strategic Management

International Strategic Management			
Module abbreviation:	IG_Strat	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		summer term
Lecturers:	Schmidt, Karin		
Language of instruction:	English		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:		47 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		78 h
	Total:		125 h
Lecture types:	SU - seminaristischer Unterricht/ Übung lecture with integrated exercises		
Objectives:			
The students			
<ul style="list-style-type: none"> • understand the leadership challenges in today’s globalized and dynamic world • understand the dimensions of Entrepreneurial Spirit and are able to develop entrepreneurial perspectives in managing a company • analyze the strategic impacts of competitive arenas and apply appropriate instruments of strategic leadership and innovation • analyze, develop and evaluate corporate, business and functional strategies in an international context • apply the strategic management concepts in practical, real world cases while showing solution agility • discuss strategic management cases in English and in an intercultural setting 			
The following Learning Objectives are emphasized in this course:			
<ul style="list-style-type: none"> • Attitude of Responsibility as the course addresses sustainability as a major driver in transforming business models • Business Competence: the course comprised strategically relevant topics in conducting businesses. Key success drivers are analyzed and matters of strategic implementation are discussed in depth • Application strength: all strategic management tools are discussed in a practical matter, including case studies, real life examples and weekly exercises to perform strategic analysis and development tools with regard to existing companies • Intercultural competence: Course is taught in English and incorporates a lot of practical examples from internationally best case companies as well as failures. It addresses internationalization strategies as well as cultural conflicts in M&A situations. Furthermore, it is open to incoming students, so intercultural experience in group works are fostered. 			

Content:
<p>Introduction to Strategic Management</p> <ul style="list-style-type: none"> • Tools and concepts of strategy analysis in an international setting • Analysis of competitive advantage • Corporate, business and functional strategies in different global industry contexts • Implementing and managing corporate strategies • Applying Value Based Management
Examinations:
Written exam 90 minutes
Literature:
<ul style="list-style-type: none"> • GRANT, Robert M., 2019. <i>Contemporary strategy analysis</i>. t. edition. Hoboken, NJ: Wiley. ISBN 978-1-119-57643-3, 1-119-57643-1 • HABERBERG, Adrian and Alison RIEPLE, 2008. <i>Strategic management: theory and application</i>. Oxford [u.a.]: Oxford Univ. Press. ISBN 978-0-19-921646-8 • WITTMANN, Robert G. and Matthias REUTER, 2008. <i>Strategic planning: how to deliver maximum value through effective business strategy</i>. London [u.a.]: Kogan Page. ISBN 978-0-7494-5233-9 • PORTER, Michael E., , Band 1[2011. <i>HBR's 10 must reads on strategy</i>. Boston, Massachusetts: Harvard Business Review Press. ISBN 978-1-422-15798-5 • WELGE, Martin K., AL-LAHAM, Andreas, EULERICH, Marc, 2017. <i>Strategisches Management: Grundlagen - Prozess - Implementierung</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-10648-5. Available via: https://doi.org/10.1007/978-3-658-10648-5. • WHEELLEN, Thomas L. and J. David HUNGER, 2015. <i>Strategic management and business policy: globalisation, innovation and sustainability</i>. F. edition. ISBN 978-1-292-06794-0, 1-292-06794-2 • HUNGENBERG, Harald, 2014. <i>Strategisches Management in Unternehmen: Ziele - Prozesse - Verfahren</i> [online]. Wiesbaden: Springer Fachmedien Wiesbaden PDF e-Book. ISBN 978-3-658-06681-9. Available via: https://doi.org/10.1007/978-3-658-06681-9. • MACHARZINA, Klaus and Joachim WOLF, 2018. <i>Unternehmensführung: das internationale Managementwissen : Konzepte - Methoden - Praxis</i>. 10. edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-17901-4, 3-658-17901-5
Comments:

2.4 Marketing

Marketing			
Module abbreviation:	BW_Mark	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		winter term/ summer term
Lecturers:	Decker, Alexander; Raab-Kuchenbuch, Andrea		
Language of instruction:	Englisch		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:		47 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		78 h
	Total:		125 h
Lecture types:	SU - seminaristischer Unterricht lecture		
Objectives:			
<p>The students will be able to:</p> <ul style="list-style-type: none"> • define the nature, function and basic principles of marketing. • describe the strategic planning processes of a company in order to understand marketing as a market driven philosophy. • apply the marketing research process as a framework to analyze broad and task marketing environment of a company. • understand the nature of positioning and differentiation. • describe the concept and key elements of the marketing mix and their application. • solve case studies on realistic marketing problems. 			
Content:			
<ol style="list-style-type: none"> 1. Strategic Marketing and Sales <ol style="list-style-type: none"> 1.1 Marketing for the 21st Century 1.2 Developing Marketing Strategies and Plans 1.3 Collecting Information and Forecasting Demand 1.4 Competitive Dynamics 1.5 Analyzing Consumer Markets 1.6 Identifying Market Segments and Targets, Positioning 2. Operative Marketing and Sales <ol style="list-style-type: none"> 2.1 Product Strategy and Branding 2.2 Developing Pricing Strategies and Programs 2.3 Designing and Managing Integrated Marketing Channels 			

2.4 Developing Communication Strategies and Programs
Examinations:
Written exam 90 minutes
Literature:
<ul style="list-style-type: none">• KOTLER, Philip und Kevin Lane KELLER, 2016. Marketing management. 3. Auflage. Harlow, England: Pearson. ISBN 978-1-292-14235-7, 978-1-292-10608-3
Comments:

2.5 Quantitative Methods for Management

Quantitative Methods for Management			
Module abbreviation:	FW_QMM	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		Offer can change each semester
Lecturers:	Akan, Mustafa		
Language of instruction:	English		
Credit points / SWS:	3 ECTS / 2 SWS		
Workload:	Contact hours:		24 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		51 h
	Total:		75 h
Lecture types:	SU/Ü - seminaristischer Unterricht/Übung Lecture with exercise		
Objectives:			
<p>The students are able to</p> <ul style="list-style-type: none"> • Review the mathematical techniques relevant for business administration and apply these techniques in specific business cases. • Understand the relevance of statistic concepts for the evaluation of common business problems and use statistic and other mathematical methods adequately. • Set up mathematical models of business problems and solve them those using appropriate mathematical techniques. • Review the solutions of the models and interpret them in relation to real business life. 			
Content:			
<ul style="list-style-type: none"> • Review of mathematical techniques used in modelling of business problems • Decision theory-Decision trees • Forecasting and regression techniques • Deterministic Inventory Modelling • Linear programming • Transportation modelling • Project management-CPM and PERT • Game theory • Investment analysis • Portfolio theory • Simulation <p>Ten different subjects will be covered in 30 hours over two weekends (Friday and Saturday). The lectures provide an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by them- selves and/or as part of a group in preparation for their next</p>			

lecture .Most subjects will be presented through power points. Students are advised to buy the compulsory books.
Examinations:
Seminar paper (3 ECTS)
Literature:
<ul style="list-style-type: none">• RENDER, Barry und andere, 2018. Quantitative analysis for management. T. Auflage. Harlow, England: Pearson. ISBN 978-0-13-454316-1, 0-13-454316-5• MONKS, Joseph G., 1996. Schaum's outline of theory and problems of operations management. s. Auflage. New York, NY: McGraw-Hill. ISBN 0-07-042764-X• TAHA, Hamdy A., 2017. Operations research: an introduction. T. Auflage. Harlow, England: Pearson. ISBN 978-1-292-16554-7, 1-292-16554-5
Comments:

2.6 Strategic Management

Strategic Management			
Module abbreviation:	BW_StratM	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		winter term/ summer term
Lecturers:	Wittmann, Robert		
Language of instruction:	English		
Credit points / SWS:	4 ECTS /3 SWS		
Workload:	Contact hours:		35 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		65 h
	Total:		100 h
Lecture types:	SU - seminaristischer Unterricht Lecture		
Objectives:			
The students <ul style="list-style-type: none"> • are able to understand the leadership challenges in today’s world • understand the dimensions of Entrepreneurial Spirit • are able to put strategic questions and to apply instruments of strategic leadership and innovation • are ready to create the dimensions of a competitive Business Design 			
Content:			
<ul style="list-style-type: none"> • Introduction to Executive Management • The tools of strategy analysis • The analysis of competitive advantage • Business strategies in different industry contexts • Implementing and managing corporate strategies • Value Based Management 			
Examinations:			
Written exam 90 minutes			
Literature:			
<ul style="list-style-type: none"> • WITTMANN, Robert G. und andere, 2019. Strategy design innovation: how to create business success using a systematic toolbox. Completely revised 5. Auflage. Augsburg: ZIEL. ISBN 978-3-96557-077-1, 3-96557-077-3 • GRANT, Robert M., 2010. Contemporary strategy analysis. 7. Auflage. Hoboken, NJ: John Wiley & Sons. ISBN 0-470-74710-2, 978-0-470-74710-0 • HABERBERG, Adrian und Alison RIEPLE, 2008. Strategic management: theory and application. Oxford [u.a.]: Oxford Univ. Press. ISBN 978-0-19-921646-8 • HUNGENBERG, Harald, 2008. Strategisches Management in Unternehmen: Ziele, Prozesse, Verfahren. 5. Auflage. Wiesbaden: Gabler. ISBN 978-3-8349-1260-2 			

- MACHARZINA, Klaus und Joachim WOLF, 2008. Unternehmensführung: das internationale Managementwissen ; Konzepte, Methoden, Praxis. 6. Auflage. Wiesbaden: Gabler. ISBN 978-3-8349-1119-3
- WELGE, Martin K. und Andreas AL-LAHAM, 2008. Strategisches Management: Grundlagen, Prozess, Implementierung. 5. Auflage. Wiesbaden: Gabler. ISBN 978-3-8349-0313-6, 3-8349-0313-2
- WHEELEN, Thomas L. und J. David HUNGER, 2008. Strategic management and business policy: concepts and cases. 11. Auflage. Upper Saddle River, NJ: Prentice Hall. ISBN 978-0-13-606827-3, 0-13-606827-8
- WITTMANN, Robert und Matthias REUTER, 2008. Strategic planning: how to deliver maximum value through effective business strategy. London [u.a.]: Kogan Page. ISBN 978-0-7494-5233-9

Comments:

2.7 Strategic Management Case Studies

Strategic Management Case Studies			
Module abbreviation:	BW_StratM-CS	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		winter term/ summer term
Lecturers:	Becker, Thomas		
Language of instruction:	English		
Credit points / SWS:	4 ECTS /3 SWS		
Workload:	Contact hours:		35 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		65 h
	Total:		100 h
Lecture types:	Praktikum Practical training		
Objectives:			
The students			
<ul style="list-style-type: none"> • can apply the instruments of strategic and operational management with a clear focus on customer advantage and competitive advantage • know how to develop certain topics of strategic management within a business framework • can apply business cases within certain topics of strategic management • have the competence to apply management tools 			
Content:			
<ul style="list-style-type: none"> • Business Planning • Business Models • Business Development • Strategy Implementation 			
Examinations:			
Presentation 15 – 30 minutes incl. written paper (10 – 15 pages)			
Literature:			
<ul style="list-style-type: none"> • WITTMANN, Robert G. und andere, 2019. <i>Strategy design innovation: how to create business success using a systematic toolbox</i>. Completely revised 5. Auflage. Augsburg: ZIEL. ISBN 978-3-96557-077-1, 3-96557-077-3 • GRANT, Robert M., 2010. <i>Contemporary strategy analysis</i>. 7. Auflage. Hoboken, NJ: John Wiley & Sons. ISBN 0-470-74710-2, 978-0-470-74710-0 • HABERBERG, Adrian und Alison RIEPLE, 2008. <i>Strategic management: theory and application</i>. Oxford [u.a.]: Oxford Univ. Press. ISBN 978-0-19-921646-8 • HUNGENBERG, Harald, 2008. <i>Strategisches Management in Unternehmen: Ziele, Prozesse, Verfahren</i>. 5. Auflage. Wiesbaden: Gabler. ISBN 978-3-8349-1260-2 			

- MACHARZINA, Klaus und Joachim WOLF, 2008. *Unternehmensführung: das internationale Managementwissen ; Konzepte - Methoden - Praxis*. 6. Auflage. Wiesbaden: Gabler. ISBN 978-3-8349-1119-3
- WELGE, Martin K. und Andreas AL-LAHAM, 2008. *Strategisches Management: Grundlagen, Prozess, Implementierung*. 5. Auflage. Wiesbaden: Gabler. ISBN 978-3-8349-0313-6, 3-8349-0313-2
- WHEELEN, Thomas L. und J. David HUNGER, 2008. *Strategic management and business policy: concepts and cases*. 11. Auflage. Upper Saddle River, NJ: Prentice Hall. ISBN 978-0-13-606827-3, 0-13-606827-8
- WITTMANN, Robert G. und Matthias REUTER, 2008. *Strategic planning: how to deliver maximum value through effective business strategy*. London [u.a.]: Kogan Page. ISBN 978-0-7494-5233-9

Comments:

2.8 Successful Negotiations in a Global World

Successful Negotiations in a Global World			
Module abbreviation:	SW_SNGW	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		winter term/ summer term
Lecturers:	Hahn, Peter		
Language of instruction:	English		
Credit points / SWS:	3 ECTS / 2 SWS – Guest Students can obtain 5 ECTS (both exams have to be completed)		
Workload:	Contact hours:		24 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		51 h
	Total:		75 h
Lecture types:	SU/Ü - seminaristischer Unterricht/Übung Lecture with exercise and role plays		
Objectives:			
The students are able:			
<ul style="list-style-type: none"> to apply culture specific knowledge (East-West: USA-Europe-Asia) in negotiations. to be aware management- and leadership styles. to apply different negotiation strategies and techniques will be explained and trained in role-plays. 			
Content:			
<p>Economical facts, historical developments as well as current living conditions (East-West: in particular USA, Europe, Asia (Japan, Taiwan, China, Korea, Singapore)).</p> <p>The cultural dimensions and their influence on negotiations in business relations will be introduced and discussed. Negotiation strategies and techniques will be a major topic and trained in role plays.</p> <p>The participants should be enabled to perceive culture specific features and peculiarities which is important to establish open-minded relations which again is a prerequisite for successfully negotiate with international business partners.</p>			
Examinations:			
Presentation (3 ECTS) + seminar paper (2 ECTS)			
Literature:			
<ul style="list-style-type: none"> HECHT-EL MINSHAWI, Béatrice, 2008. Interkulturelle Kompetenz: Soft Skills für die internationale Zusammenarbeit ; [wichtige Infos in Englisch]. 2. Auflage. Weinheim [u.a.]: Beltz. ISBN 978-3-407-36469-2 TROMPENAARS , Fons. Website [online]. [Zugriff am:]. Verfügbar unter: https://www.crossknowledge.com/de/faculty/fons-trompenaars-biografie-de HOFSTEDE, Geert. Website [online]. [Zugriff am:]. Verfügbar unter: https://geerthofstede.com/ MAHBUBANI, Kishore, 2009. Can Asians think?. Singapore: Marshall Cavendish. ISBN 978-981-4276-01-6 			

Comments:

2.9 Successful Management in a Global World

Successful Management in a Global World			
Module abbreviation:	FW_SMGW	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		winter term/ summer term
Lecturers:	Hahn, Peter		
Language of instruction:	English		
Credit points / SWS:	3 ECTS / 2 SWS - Guest Students can obtain 5 ECTS (both exams have to be completed)		
Workload:	Contact hours:		24 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		51 h
	Total:		75 h
Lecture types:	SU/Ü - seminaristischer Unterricht/Übung Lecture with exercise		
Objectives:			
<ul style="list-style-type: none"> • Students have cultural specific knowledge (East-West: USA-Europe-Asia) in relation to international management. • are aware of communication-, management-, and leadership methods in different cultures. • know about culture related techniques and behaviors. 			
Content:			
<p>Economical facts, historical developments as well as current living conditions of special countries (e.g. East-West: in particular USA, Europe, Asia (Japan, Taiwan, China, Korea, and Singapore) will be made a topic. According to particular participant's interest special countries can be focused on.</p> <p>Introduction of cultural dimensions and their influence on management functions in business relations is one of the most important discussion points. Main management functions are: Organization, Planning, Human Resources, Leadership, and Controlling These functions will be discussed in the context of cultural dimensions.</p> <p>Firstly, the participants should be enabled to recognize culture specific features and peculiarities which are important to establish open-minded relations in business. This is a prerequisite for successfully executing business with customers abroad.</p> <p>Secondly, the participants will learn about the different management methods and styles which enable them to work abroad either in a foreign company or in a subdivision of their parent company.</p>			
Examinations:			
Presentation (3 ECTS) + seminar paper (2 ECTS)			

Literature:

- ENGELEN, Andreas und Eva THOLEN , 2014. Interkulturelles Management . 1. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3248-1 ; 3-7910-3248-8
- TROMPENAARS, Fons. Website [online]. [Zugriff am:]. Verfügbar unter: <https://www.crossknowledge.com/de/faculty/fons-trompenaars-biografie-de>
- HOFSTEDE, Geert. Website [online]. [Zugriff am:]. Verfügbar unter: <https://geerthofstede.com/>

Comments:

2.10 Teamwork with Systematic Creativity (Design Thinking/Lean Startup/SCRUM)

Teamwork with Systematic Creativity (Design Thinking/Lean Startup/SCRUM)			
Module abbreviation:	SW_SystCreat	Reg.no.:	
Curriculum:	Programme	Module type	Semester
	Business School		Offer can change each semester
Lecturers:	Heinz, Simon		
Language of instruction:	Englisch		
Credit points / SWS:	3 ECTS / 2 SWS		
Workload:	Contact hours:		24 h
	Web-based-training:		0 h
	Proof of performance:		0 h
	Examination preparation:		0 h
	Self study:		51 h
	Total:		75 h
Lecture types:	SU/Ü - seminaristischer Unterricht/Übung Lecture with exercise		
Objectives:			
After successful participation in this module, students are able to apply the basics of user-centered innovation methods and have prototyped a single product or service. The methods range from identifying customer problems to develop evidence-based, iterative solutions to meet customer needs. Here, students sense the benefits of these state-of-the-art methods in innovation management.			
Content:			
Students learn how to approach and apply the methods in a de-risked environment. Further, the learning content imparted in the course is closely coupled with examples from practice in order to convey to the students the benefits but also the risks of applying methods and instruments in a clear manner. Besides fostering method competencies, this seminar also facilitates the improvement of English skills, as the entire seminar is held in English. Thus, after the successful completion of this module, students improve their writing, presentation and discussion skills in English. The entire course is focused on group work.			
Description:			
<ul style="list-style-type: none"> • Objectives in Innovation and Project Management • Introduction to customer-centered Innovation method Design Thinking • Introduction to evidence-based method Lean Startup • Introduction to agile Development method SCRUM • Overview of areas of application • Overview of roles & responsibilities in an organization • Best Practice and Lessons Learned • Cultural aspects in different industries • Qualifications/profiles from successful job roles 			

Examinations:
Seminar paper (3 ECTS)
Literature:
<ul style="list-style-type: none">• BROWN, Tim, 2019. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. ISBN 978-0062856623• RIES, Eric, 2011. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. ISBN 978-0307887894• SUTHERLAND, Jeff, 2015. Scrum: The Art of Doing Twice the Work in Half the Time. ISBN 978-1847941107• PICHLER, Roman, 2013. Agiles Produktmanagement mit Scrum: Erfolgreich als Product Owner arbeiten. 1. Auflage. ISBN 978-3864901423
Comments: