

2019.FS

<b>Module Name: Cases in Disruptive Innovation</b>			
Module Code	w.BA.XX.2CDI.XX		
Module Description	The module discusses companies/organizations dealing with new (disruptive) business models because of the current digitalization trend. Students examine, in particular, services and products resulting from this trends.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Banking and Finance (PiE)</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - General Management (PiE)</li> <li>§ Business Administration - Risk and Insurance</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W General Management Ltg.		
Module Coordinator	Stephan Loretan (Iors)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	Digital toolkit for business administration professionals Strategic management		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul>		
Module Learning Objectives	Students... <ul style="list-style-type: none"> <li>§ are able to analyze drivers of digitization using specific examples (of companies/organizations).</li> <li>§ are able to model business models with the respective digital value drivers based on their analysis</li> </ul>		
Module Content	<ul style="list-style-type: none"> <li>§ Digital value drivers &amp; business models (theory/delivering content)</li> <li>§ Company visits</li> <li>§ Completing a class assignment</li> </ul>		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2DT.XX w.BA.XX.2InE.XX w.BA.XX.2Strat.XX		
Methods of Instruction	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"> <ul style="list-style-type: none"> <li>§ Lecture</li> <li>§ Interactive Instruction</li> <li>§ Case Studies</li> <li>§ Project Work</li> </ul> </td> <td style="width: 50%;"><b>Social Settings Used:</b> Group Work</td> </tr> </table>	<ul style="list-style-type: none"> <li>§ Lecture</li> <li>§ Interactive Instruction</li> <li>§ Case Studies</li> <li>§ Project Work</li> </ul>	<b>Social Settings Used:</b> Group Work
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Digital Resources	None		

Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	-	-		
Small Class	26 h	-		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
<b>Total</b>	<b>26 h</b>	<b>0 h</b>	<b>64 h</b>	
Performance Assessment				
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>	
-	-	-	-	
<b>Permitted Resources</b>	-			
<b>Others</b>		<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation		Grade	15	50,00%
Written Assignment		Grade	-	50,00%
Classroom Attendance Requirement	20 Feb. 2019: Introduction/group assignment 13 March 2019 (1.00 to 5.45 p.m.): Compulsory attendance at WINsights event (conference hosted by the Institute of Business Information). The additional attendance time will be compensated some time during the semester (details to be communicated separately). 27 March 2019: Presentation, Part I 8 May, 15 May or 22 May 2019: Presentation, Part II (according to group allocation)			
Language of Instruction/Examination	German			
Compulsory Reading	-			
Recommended Reading	-			
Comments	-			