

Valid for 2024.FS

<b>Module Name: Strategic Innovation Management</b>					
Module Code	w.MA.XX.SIM-PiE.19HS				
Module Description	After completing this module, students will be able to understand the strategy of a company in the financial services industry. This module covers the following general topics: strategy / strategic management including strategic position, strategic choices, strategy in action, and trends and innovation in blockchains.				
Program and Specialization	Banking and Finance (PiE)				
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012				
Module Category	<b>Module Type:</b> Compulsory				
ECTS	3				
Organizational Unit	W Institut für Wealth & Asset Management				
Module Coordinator	Pirmin Mussak (muss)				
Deputy Module Coordinator	Ruben Seiberlich (seib)				
Prerequisite Knowledge	Prior to starting this module, students should have knowledge and an understanding of the basic principles underlying the relationships between an enterprise, its environment, and the markets.				
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence				
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change				
Module Learning Objectives	Students... § are able to develop strategies for banks and other financial institutions and plan their implementation. § are able to apply, explain, evaluate, and implement methods that banks and other financial institutions use in strategy development and implementation. § understand the concept of a business model and are able to develop (new) business models in the financial services. § understand the meaning of key trends, such as blockchain, and their impact on the business models of banks and other financial institutions.				
Module Content	§ Strategy: Strategic position, strategic choices, strategy in action, and frameworks § Trends: Digitalization, FinTech, and blockchain				
Links to other modules	The content of this module is linked to the following modules: w.MA.XX.IRB-PiE.19HS w.MA.XX.PMA-PiE.19HS w.MA.XX.ZIW-PiE.19HS				
Methods of Instruction	<table border="0"> <tr> <td>§ Lecture</td> <td rowspan="3"><b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work</td> </tr> <tr> <td>§ Case Studies</td> </tr> <tr> <td>§ Literature Review</td> </tr> </table>	§ Lecture	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	§ Case Studies	§ Literature Review
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Digital Resources	§ Teaching Materials § Case Studies (with Key)		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Lecture	28 h	14 h	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>14 h</b>	<b>48 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>
Case study presentation	Grade	20	50,00 %
Case study paper	Grade	-	50,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: None  For the presentation, attendance is mandatory.		
Language of Instruction/Examination	English		
Compulsory Reading	Johnson, G., Whittington, R., Scholes, K., Angwin, D. & Regnér, P. (2017). Exploring Strategy - Text and Cases. 11th edition. Harlow: Pearson. ISBN 978-1-29214-512-9.		
Recommended Reading	Additional reading materials will be specified in the course of the module.		
Comments	There are two performance assessments: 1) Case Study Presentation and 2) Case Study Paper		