

Valid for 2023.FS

<b>Module Name: Strategic Innovation Management</b>	
Module Code	w.MA.XX.SIM-PiE.19HS
Module Description	After completing the MSc program in Banking and Finance, graduates will be able to manage a company in the financial services industry in terms of its strategy. This module covers the following general topics: strategy / strategic management including strategic position, strategic choices, strategy in action, and frameworks; innovation / innovation management including basics, strategy, structure and tools / methods, and trends such as digitalization, FinTech, and the Blockchain, among others.
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	Urs Widmer (widu)
Deputy Module Coordinator	Johannes Höllerich (hoee)
Prerequisite Knowledge	Students have a Bachelor's degree in Business Administration with a specialization in Banking and Finance, or a similar degree. Prior to starting this module, they have the following knowledge and skills: <ul style="list-style-type: none"> <li>• An understanding of the basic principles underlying the relationships between an enterprise, its environment, and the market</li> <li>• Basic knowledge and an understanding of strategy and innovation</li> <li>• Basic knowledge of business models</li> <li>• Basic knowledge of characteristics of business models in retail banking, private banking, and investment banking</li> </ul>
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... <ul style="list-style-type: none"> <li>§ are able to develop strategies for banks/financial institutions and plan their implementation.</li> <li>§ are able to apply, explain, evaluate, and implement methods that banks/financial institutions use in strategy development and implementation.</li> <li>§ understand the concept of a business model and are able to develop (new) business models in financial services.</li> <li>§ understand the meaning of key trends such as digitalization, FinTech, and blockchain/DLT, and their impact on the business models of banks/financial institutions.</li> <li>§ have a basic understanding of innovation and innovation management (in the financial services sector).</li> </ul>

Module Content	§ Strategy: Strategic position, strategic choices, strategy in action, and frameworks § Trends: Digitalization, FinTech, and blockchain/DLT § Innovation: Basics, strategy, structure, and tools/methods		
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	§ Lecture § Application Tasks § Case Studies § Exercises § Literature Review	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials		
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>
<b>Performance Assessment</b>			
<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	Grade	360	50.00 %
Written Assignment	Grade	-	40.00 %
Semester Project	Grade	-	10.00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: None  For lectures with guest speakers, 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 three different performance assessments: 1) Semester Project, 2) Paper, and 3) Case Study. The Case Study is a group assignment taking place on Monday 12 June from 10 am to 4 pm.		