

Valid for 2023.HS

Module Name: Strategic Innovation Management	
Module Code	w.MA.XX.SIM.19HS
Module Description	After completing the MSc program in Banking and Finance, graduates will have the necessary knowledge to strategically manage a division or a smaller company in the financial services industry and to professionally apply methods in other strategically relevant contexts. This module covers the following general topics: A) Strategy / strategic management including strategic position, strategic choices, strategy in action, and related tools and methods; B) Innovation and innovation management including fundamentals and structures / C) Trendscounting and trends such as "FinTech", "Blockchain / DLT", open banking, and digital ecosystems (selection).
Program and Specialization	Banking and Finance
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	Module Type: Compulsory
ECTS	3
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Bettina Eva Stumpp (stuv)
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. At the start of this module, they have the following knowledge and skills: Understanding the basic principles that govern the relationship between a company, its environment, and the market. Basic knowledge and understanding of strategy and innovation Basic knowledge of business models Basic knowledge of the characteristics of business models in retail, private banking, and investment banking
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/financial institutions and plan their implementation. § are able to apply, explain, and evaluate methods and instruments used by banks and financial institutions in developing and implementing strategies. § know the concept of the business model and are able to develop (new) business models in the financial services sector. § know the importance of key trends such as 'digitalization', 'fintech', and 'Blockchain/DLT' and their effects on the business models of banks and financial institutions.

	§ have a basic understanding of innovation and innovation management (in the financial services sector).		
Module Content	§ Strategy: Strategic position, strategic choices, and strategy in action § Trends: bancassurance, blockchain/DLT, digitalization, fintech, ecosystems, and open banking, among others § Innovation: Foundations, strategy, structure, and tools/methods		
Links to other modules	The content of this module is linked to the following modules: w.MA.XX.IRB.19HS w.MA.XX.PMA.19HS		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Problem-Oriented Teaching § Literature Review	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Practice and application tasks § Case studies		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	14 h	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
Total	28 h	14 h	48 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	100,00 %
Permitted Resources	No calculator	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
-	-	-	-
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: Other Students must attend all guest lectures. Attendance will be checked.		
Language of Instruction/Examination	German		
Compulsory Reading	Whittington, R., Regnér, P., Angwin, D., Johnson, G. & Scholes, K. (2020). Exploring Strategy Text and Cases. 12th edition. UK: Pearson Education Limited. ISBN 978-1-292-28251-0.		
Recommended Reading	Will be mentioned/provided in class		
Comments	There will be an exam, the content of which will consist of the topics covered and the exercises done in class.		