

Module Handbook

**Digital Innovation
Management**

26.05.2025

Digital Innovation Management

Module Overview

						1. Semester (Winter Term)
Introduction to Digital Innovation <ul style="list-style-type: none"> Types & impact Ecosystem Digital Object Innovators 	Digital Innovation Strategy <ul style="list-style-type: none"> Creation & implementation strategy-as-practice planning 	Strategy and Performance Management <ul style="list-style-type: none"> Strategic analysis Performance Management Reporting Innovators 	Consulting <ul style="list-style-type: none"> Consulting method Project Mgmt. Consulting process 	Digital Transformation & Entrepreneurship <ul style="list-style-type: none"> Procedure & Tools Biz Model Mindset 	Digital Business Models & Approaches <ul style="list-style-type: none"> Data-driven business models IoT & Big Data Data science 	
5 ECTS*, 2 SWS**	5 ECTS, 2 SWS	5 ECTS, 4 SWS	5 ECTS, 2 SWS	5 ECTS, 4 SWS	5 ECTS, 2 SWS	
Buchwald	Buchwald	Weeger	Gewald	Schallmo	Lang	
						2. Semester (Summer Term)
Innovation Project <ul style="list-style-type: none"> Project idea creation Problem finding Solution building 	Introduction to Artificial Intelligence <ul style="list-style-type: none"> Machine learning Natural language processing AI Use cases 	Design for Digital Innovation <ul style="list-style-type: none"> Design & Digital Design as driver Sustainability & Creativity 	Organization and Processes <ul style="list-style-type: none"> Classic and new forms; digital labs org. integration Digi. Governance 	Digital Innovation in industry <ul style="list-style-type: none"> Digital health Industry 4.0 Digital marketing Digital finance 	IS Research <ul style="list-style-type: none"> Qual. & quant. methods Research question 	
5 ECTS, 4 SWS	5 ECTS, 2 SWS	5 ECTS, 4 SWS	5 ECTS, 2 SWS	5 ECTS, 4 SWS	5 ECTS, 2 SWS	
Buchwald	Weeger	Caspers	Buchwald	Weeger	Gewald	
						3. Semester (Winter Term)
Interpersonal Skills <ul style="list-style-type: none"> Conflict Management Negotiation Presentation / Moderation 	Academic Writing <ul style="list-style-type: none"> Paper structure Story-Telling Reviewing English writing 	Master Seminar	Masterthesis			
5 ECTS, 4 SWS	5 ECTS, 2 + 2 SWS	2 ECTS	18 ECTS			
Weeger	Weeger/Zenk					

* ECTS – Credits according to European Credit Transfer System, ** SWS – Semesterwochenstunden / semester hours per week

Module Description/Syllabus

Module	Introduction to Digital Innovation			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	10100	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master			
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester			
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>				
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	1st semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face, eLearning, Blended learning			
Responsible for the module	Prof. Dr. Arne Buchwald			
Teaching Methods	Lecture, excercises, group presentations, case studies, article interpretation			
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150	Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week)	10
Use for other studies				

<p>Requirements for participation/ required competencies</p>	
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>Considering the program's objective to qualify students for coordinating and cross-functional functions and positions such as business analyst and developer, this module conveys basic information how to categorize and evaluate digital innovation, and how to develop, apply, and adapt structures (e.g. for processes) by tapping into diverse sources of information, reflecting consequences for different groups of stakeholders, and acting under uncertainty, namely with incomplete and changing information.</p> <p>1) Knowledge Students will have demonstrated knowledge and understanding in the following areas of the field of Digital Innovation Management: - Concept and taxonomies of innovation, and particular, digital innovation - Concept of the digital object - Determinants of digital innovation - Effects of digital innovation - Approaches to discover customer needs - The ideation process</p> <p>2) Skills Students will be able to apply their knowledge and understanding of digital innovation management to different managerial and organizational contexts. Students will be able to integrate disparate knowledge and complex information about the diverse field of digital innovation, e.g., about its diverse conceptualization.</p> <p>3) Responsibility and autonomy Students will be able to formulate judgements with incomplete or limited information and to reflect on the social and ethical implications of applications of their knowledge and judgements. They will also be able to autonomously acquire new knowledge and skills, and independently perform research-oriented or application-oriented innovation projects.</p>
<p>Learning Content</p>	<p>In accordance with the program's qualification goals regarding organizing, managing and communicating digital innovation, this module, provides the basis to understanding the nature of digital innovation and its consequences for organizational design, the management of tensions, and the communication of value.</p> <p>Core Concepts of Digital Innovation Management</p> <ul style="list-style-type: none"> - Key aspects of innovation - Digital vs. non-digital innovation - The innovation journey - Sources of innovation - Classic paradigms (funnelling, stage-gate) - Generating and developing ideas - Capturing value from innovation - Creating social value

Module Description/Syllabus

<p>Learning Content</p>	<p>Learning and exercising the contents of this module will be coupled with the application of:</p> <ul style="list-style-type: none"> - Creativity techniques - Innovation games 		
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s), Scope/Duration</p>	<p>The examination is a portfolio examination (PF) and is communicated at the beginning of the semester (please also see add. information).</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>Tidd, Joe and Bessant, John: Managing Innovation. Integrating Technological, Market and Organizational Change – Wiley, 2018, 978-1119379454</p> <p>Newell, Sue; Morton, Josh; Marabelli, Marco, and Galliers, Robert: Managing Digital Innovation: A Knowledge Perspective - Red Globe Press, 2020, 978-1137434296</p> <p>Nambisan, Satish; Lyytinen, Kalle, and Yoo, Youngjin (Herausgeber): Handbook of Digital Innovation, Edward Elgar Publishing, 2020, 978-1788119979</p>		
<p>Additional (module) information</p>	<p>Usually the following proof of performance is available for the event:</p> <ol style="list-style-type: none"> 1. Final presentation (team and individual): 15-20 minutes; 40% 2. Project report (team and individual): 8-10 pages per team member: 40% 3. Personal review on a weekly basis (individual): 3-5 pages; 20% 		
<p>Document Version</p>	<p>2.1</p>	<p>Document Date</p>	<p>27.05.2022</p>
<p>Document was created by</p>	<p>Prof. Dr. Arne Buchwald</p>	<p>Valid from</p>	
<p>Updated</p>		<p>by</p>	

Module Description/Syllabus

Module	Digital Innovation Strategy			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	10200	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master			
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester			
Language Competence Level and Course code SAP	<input checked="" type="checkbox"/>			
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	1st semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face, eLearning, Blended Learning			
Responsible for the module	Prof. Dr. Arne Buchwald			
Teaching Methods	Lecture, excercises, group presentations, case studies, practice project, article interpretation and practice transfer			
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150	Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week)	10
Use for other studies				

Module Description/Syllabus

<p>Learning Content</p>	<p>Learning and exercising the contents of this module will be coupled with the application of:</p> <ul style="list-style-type: none"> - Creativity techniques - Innovation games 		
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s), Scope/Duration</p>	<p>Seminar Paper (12-15 pages)</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>Tidd, Joe and Bessant, John: Managing Innovation. Integrating Technological, Market and Organizational Change – Wiley, 2018, 978-1119379454</p> <p>Newell, Sue; Morton, Josh; Marabelli, Marco, and Galliers, Robert: Managing Digital Innovation: A Knowledge Perspective - Red Globe Press, 2020, 978-1137434296</p> <p>Whittington, Dick: Digital Innovation and Entrepreneurship - Cambridge University Press, 2018, 978-1108454940</p> <p>Weill, Peter and Woerner, Stephanie: What's Your Digital Business Model?: Six Questions to Help You Build the Next-Generation Enterprise - Ingram Publisher Services, 2018, 978-1633692</p> <p>Westerman, George, Bonnet, Didier, and McAfee, Andrew: Leading Digital - Harvard Business Review Press, 2014, 978-1625272478</p>		
<p>Additional (module) information</p>			
<p>Document Version</p>	<input type="text" value="2.0"/>	<p>Document Date</p>	<input type="text" value="04.09.2021"/>
<p>Document was created by</p>	<input type="text" value="Prof. Dr. Arne Buchwald"/>	<p>Valid from</p>	<input type="text"/>
<p>Updated</p>	<input type="text"/>	<p>by</p>	<input type="text"/>

Module Description/Syllabus

Module	Strategy and Performance Management		
Course Title			Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management		
Examination No. (SuP)	10400	valid SER	
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time		
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master		
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester		
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>			
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German	Level of course	1st semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional	Duration	1 semester
Mode of delivery	Face-to-Face, eLearning		
Responsible for the module	Prof. Dr. Andy Weeger		
Teaching Methods	Lecture, team work, excercises 		
Work parameters	self-studies (hours) 90	contact time (hours) 60	total (hours) 150 Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week) 10
Use for other studies	SIM AIDA		

Module Description/Syllabus

<p>Learning Content</p>			
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s), Scope/Duration</p>	<p>Written exam</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>Anthony, Robert N & Govindarajan, Vijay (2014) "Management Control Systems: European Edition", Mcgraw-Hill Education</p> <p>Simons, Robert (2013) "Performance Measurement and Control Systems for Implementing Strategy - Text and Cases", Pearson Education Limited, New International Edition</p> <p>Mintzberg, Henry / Lampel, Joseph / Quinn, James B. (2013) "The Strategy Process", Prentice Hall International, 5th Edition</p> <p>Ries, Eric (2011) "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Penguin</p> <p>Doerr, John (2018) "Measure What Matters: OKRs: The Simple Idea that Drives 10x Growth", Portfolio Penguin</p>		
<p>Additional (module) information</p>			
<p>Document Version</p>	<p>2.1</p>	<p>Document Date</p> <p>04.09.2021</p>	
<p>Document was created by</p>	<p>Prof. Dr. Andy Weeger</p>	<p>Valid from</p>	
<p>Updated</p>	<p>25.08.2022</p>	<p>by</p> <p>Prof. Dr. Arne Buchwald</p>	

Module Description/Syllabus

Module	Consulting			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	10500	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master			
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester			
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>				
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	1st semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face, eLearning			
Responsible for the module	Prof. Dr. Heiko Gewalt			
Teaching Methods	Lecture, excercises, workshop, group presentation, practice project, case study			
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150	Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week)	10
Use for other studies	SIM AIDA			

<p>Requirements for participation/ required competencies</p>	
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>Considering the program's objective to qualify students for coordinating and cross-functional functions and positions which namely includes internal and external consulting activities and project management tasks, this module specifically deals with consulting projects and requires students to make sense out of a real-world case, form project teams, provide a structured plan towards a solution, communicate and present solution. Students thereby apply project management techniques, organize themselves, organize the problem resolution, and demonstrate their understanding through a pitch presentation.</p> <p>1) Knowledge Students learned about the:</p> <ul style="list-style-type: none"> - Concept and most important tasks of project management - Concept and taxonomies of Management Consulting - Composition of the Market for Management Consulting - Process and roles within a Management Consulting firm <p>2) Skills The students are able, based on the knowledge acquired in this course to:</p> <ul style="list-style-type: none"> - plan a project and the corresponding roles and tasks - distinguish different types of firms operating in the Management Consulting market - apply the different tasks fulfilled by Management Consultant in a project <p>3) Responsibility and autonomy Students apply the knowledge and skills gathered in this course to solve a real-world consulting problem as part of a multi-day workshop with an external Management Consulting firm.</p>
<p>Learning Content</p>	<p>In accordance with the program's qualification goals regarding organizing, managing and communicating digital innovation, this module, provides the basic concepts and tools necessary to deliver a consulting project, which includes project organization, problem finding and solution, communicating with stakeholders, and presenting the solution in form of a pitch.</p> <p>Recap of basic and advanced project management techniques The market of Management Consulting firms Principles of the business of Consulting The Process of Consulting A Case Study in Cooperation with an External Consulting Firm</p>

Module Description/Syllabus

Learning Content			
Particular admission requirements (if applicable)			
Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination			
Assessment method(s), Scope/Duration	Seminar Paper (12-15 pages)		
Recommended or required reading and other learning resources/tools	<p>Required reading will be updated and distributed each term</p> <p>Recommended: Robert D. Austin: "The Adventures of an IT Leader", Mcgraw-Hill Professional (2009), ISBN 978-1422146606</p> <p>Recommended: Tom DeMarco: "The Deadline", Computer Bookshops(1997), ISBN 978-0932633392</p>		
Additional (module) information			
Document Version	2.0	Document Date	04.09.2021
Document was created by	Prof. Dr. Heiko Gewalt	Valid from	
Updated		by	

Module Description/Syllabus

Module	Digital Transformation and Global Entrepreneurship		
Course Title			Overall grade weighting (in %) 5.55
Course of Studies	Digital Transformation and Global Entrepreneurship		
Examination No. (SuP)	10300-100655	valid SER	
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time		
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master		
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester		
Language Competence Level and Course code SAP	<input type="checkbox"/>		
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German	Level of course	1st semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional	Duration	1 semester
Mode of delivery	Seminar classes, face-to-face events, e-learning		
Responsible for the module	Prof. Dr. Daniel Schallmo		
Teaching Methods	Lecture, case studies, practical projects, group work, group presentation		
Work parameters	self-studies (hours) 90	contact time (hours) 60	total (hours) 150
			Units ("UE") 60
Number of participants min./max.	15 / 35	ECTS-Points 05	Volume (hours per semester week) 04
Use for other studies			

<p>Requirements for participation/ required competencies</p>	<p>professional: English in writing and language, basic business understanding</p> <p>methodical: analysis ability, conceptual skills, organizability, time management, problem solving ability</p> <p>social: intercultural competence, communication skills, critical ability, team ability</p> <p>personal: adaptability, endurance, individual responsibility, decision-making skills, creativity, goal orientation</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>1) the students:</p> <ul style="list-style-type: none"> -know trends in digitization and their effects on business models and entrepreneurship -are able to apply a roadmap for the successful digital transformation of business models -can analyze customer requirements in the context of digital transformation and in the context of entrepreneurship -can examine best practices for digital transformation and entrepreneurship and can create ideas for developing business models -are able to identify and evaluate potentials, enablers and applications of digitization -can create options for digitized business models. <p>2) the students:</p> <ul style="list-style-type: none"> -are able to organize themselves and to work in teams -can motivate themselves and others -can reflect on and improve their working methods and their results.
<p>Learning Content</p>	<p>content:</p> <ul style="list-style-type: none"> -trigger and motivation for the digital transformation of business models and for entrepreneurship -examples for the digital transformation of business models and for entrepreneurship -technologies for the digital transformation of business models and for entrepreneurship -roadmap for the digital transformation of business models -knowledge of the digital reality -development of the digital ambition -identification of the digital potential -evaluation of the the digital fit -digital implementation -success factors for the digital transformation of business models and for entrepreneurship

Module Description/Syllabus

<p>Learning Content</p>			
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s)</p>	<p>The examination is a portfolio examination (PF) and is communicated at the beginning of the semester (please also see add. information).</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>Collins, J. (2020) Beyond Entrepreneurship 2.0: Turning Your Business into an Enduring Great Company. Penguin. ISBN: 039-956-424</p> <p>Rogers, D. (2016) Digital Transformation Playbook: Rethink Your Business for the Digital Age. Columbia Business School Publishing. ISBN 978-0-231-17544-9</p> <p>Schallmo, D.; Williams, C. (2018) Digital Transformation Now! : Guiding the Successful Digitalization of Your Business Model. Springer, Cham. ISBN 978-3-319-72843-8</p> <p>Schallmo, D. (ed.); Tidd, J. (ed.) (2021) Approaches, Case Studies, and Tools for Strategy, Transformation and Implementation. Management for Professionals, Special Issue . Springer Int</p> <p>Schallmo, D.; Williams, C.; Boardman, L. (2017) Digital Transformation of Business Models - Best Practices, Enablers and Roadmap. Fenster) International Journal of Innovation Manageme</p>		
<p>Additional (module) information</p>	<p>Usually the following proof of performance is available for the event: 1. Final presentation (team and individual): 15-20 minutes; 40% 2. Project report (team): 30-40 pages: 40% 3. Personal review on a weekly basis (individual): 3-5 pages; 20%</p>		
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<p>Updated</p>		<p>by</p>	

Module Description/Syllabus

Module	Digital Business Models and Approaches		
Course Title			Overall grade weighting (in %) 5.55
Course of Studies	Digital Transformation and Global Entrepreneurship		
Examination No. (SuP)	10400-100656	valid SER	
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time		
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master		
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester		
Language Competence Level and Course code SAP	<input type="checkbox"/>		
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German	Level of course	1st semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional	Duration	1 semester
Mode of delivery	Seminar classes, face-to-face events, e-learning		
Responsible for the module	Prof. Dr. Klaus Lang		
Teaching Methods	Lecture, case studies, practical projects, group work, group presentation		
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150 Units ("UE") 30
Number of participants min./max.	15 / 35	ECTS-Points 05	Volume (hours per semester week) 02
Use for other studies	DIM (Digital Innovation Management)		

<p>Requirements for participation/ required competencies</p>	<p>professional: English in writing and language, basic business understanding</p> <p>methodical: analysis ability, conceptual skills, organizability, time management, problem solving ability</p> <p>social: intercultural competence, communication skills, critical ability, team ability</p> <p>personal: adaptability, endurance, individual responsibility, decision-making skills, creativity, goal orientation</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>1) knowledge students will have demonstrated knowledge and understanding in the following areas: -the age of business model innovations -approaches for business models -patterns for business models: a) general business models; b) IOT Business Models; c) data driven business models -methods for identifying, defining and implementing business models</p> <p>2) skills students will be able: -to describe, -to develop and -to implement business models</p>
<p>Learning Content</p>	<p>-the age of business model innovations -approaches for describing business models -patterns for business models: a) general business models; b) IOT business models; c) data driven business models -methods for identifying, defining and implementing business models</p>

Module Description/Syllabus

<p>Learning Content</p>				
<p>Particular admission requirements (if applicable)</p>				
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>				
<p>Assessment method(s)</p>	<p>The examination is a portfolio examination (PF) and is communicated at the beginning of the semester (please also see add. information).</p>			
<p>Recommended or required reading and other learning resources/tools</p>	<p>Gassmann, O. (2020), Business Model Navigator: The strategies behind the most successful companies, Wiley, 2020</p> <p>Osterwalder, A., Pigneur, Y. (2010), Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (Strategyzer), FT Publishing International, 2010</p> <p>Schallmo, D.; Williams, C. (2018) Digital Transformation Now! : Guiding the Successful Digitalization of Your Business Model. Springer, Cham. ISBN 978-3-319-72843-8</p>			
<p>Additional (module) information</p>	<p>Usually the following proof of performance is available for the event: 1. Final presentation (team and individual): 15-20 minutes; 40% 2. Project report (team): 30-40 pages: 40% 3. Personal review on a weekly basis (individual): 3-5 pages; 20%</p>			
<p>Document Version</p>	<table border="1"> <tr> <td>1.0</td> <td>Document Date</td> <td>08.06.2021</td> </tr> </table>	1.0	Document Date	08.06.2021
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<p>Document was created by</p>	<table border="1"> <tr> <td>Prof. Dr. Klaus Lang</td> <td>Valid from</td> <td>01.10.2021</td> </tr> </table>	Prof. Dr. Klaus Lang	Valid from	01.10.2021
Prof. Dr. Klaus Lang	Valid from	01.10.2021		
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Module Description/Syllabus

Module	Innovation Project			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	20100	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master			
Frequency	<input type="radio"/> winter term <input checked="" type="radio"/> summer term <input type="radio"/> each semester			
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>				
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	2nd semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face and Blended Learning			
Responsible for the module	Prof. Dr. Arne Buchwald			
Teaching Methods	Lecture, Excercises, Case Studies, Practice Project			
Work parameters	self-studies (hours) 90	contact time (hours) 60	total (hours) 150	Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week)	10
Use for other studies				

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's first semester</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>Considering the program's objective to qualify students for coordinating and cross-functional functions and positions which includes project and team management, this module deals with real-world projects, in which students apply their knowledge acquired in the modules of the past semester and ongoing knowledge conveyed in the actual semester. As the projects are intended to involve numerous stakeholders, students apply their competencies in structuring problems at strategic and operational level, communicating with diverse stakeholders, and orchestrating activities to come to an acceptable project result.</p> <p>1) Knowledge The students will have enhanced knowledge of specific characteristics of innovation topics in a practical context. The students will understand the challenges of specific practical settings and how to transfer and adapt insights they learned in various modules. In addition, students will deepen their methodological knowledge regarding project procedures.</p> <p>2) Skills Students can apply and contextualize their knowledge and understanding of digital innovation management and demonstrate problem-solving skills to analyze specificities and complexities of different project contexts. Students will be able to communicate their conclusions and the underlying knowledge and reasoning clearly and unambiguously to project sponsors.</p> <p>3) Responsibility and autonomy Students can reflect on their social and ethical responsibilities and make responsible decisions with incomplete or limited information in project contexts with typically unstructured tasks, multiple stakeholders, and diverging interests. They will be able to autonomously acquire new knowledge and skills, and independently perform application-oriented innovation projects.</p>
<p>Learning Content</p>	<p>In accordance with the program's qualification goals regarding organizing, managing and communicating digital innovation, this module offers students the possibility to put into practice, what they learned in the courses of the first semester and supports understanding as well as transfer of topics taught in the second semester. Like in the consulting project, project organization, problem finding and solution, communicating with stakeholders, and presenting the solution in form of a pitch. and documenting results in a structured way are important.</p> <p>The module takes up varying up-to-date topics related to digital innovation tackled, e.g., by Mittelstand companies at the time the module takes places. Students form project teams, assume the role of consultants, and work together with the company to resolve the project's topic. At the end of the project, the project's results are presented to the project sponsors.</p> <p>Project teams will be accompanied by the lecturer.</p> <p>The topics will be announced at the beginning of the semester.</p>

Module Description/Syllabus

<p>Learning Content</p>			
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s), Scope/Duration</p>	<p>Seminar Paper (12-15 pages)</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>Required reading will be updated and distributed each term</p> <p>Recommended: Tidd, J., & Bessant, J. R. (2020). Managing innovation: integrating technological, market and organizational change. John Wiley & Sons.</p>		
<p>Additional (module) information</p>			
<p>Document Version</p>	<input type="text" value="2.0"/>	<p>Document Date</p>	<input type="text" value="04.09.2021"/>
<p>Document was created by</p>	<input type="text" value="Prof. Dr. Arne Burhwald"/>	<p>Valid from</p>	<input type="text"/>
<p>Updated</p>	<input type="text"/>	<p>by</p>	<input type="text"/>

Module Description/Syllabus

Module	Introduction to Artificial Intelligence			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	20200	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master			
Frequency	<input type="radio"/> winter term <input checked="" type="radio"/> summer term <input type="radio"/> each semester			
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>				
Language of instruction	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course	2nd semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="radio"/> compulsory	<input type="radio"/> optional	Duration	1 semester
Mode of delivery	Face-to-Face, eLearning			
Responsible for the module	Prof. Dr. Andy Weeger			
Teaching Methods	Lecture, exercises			
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150	Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week)	10
Use for other studies				

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's first semester</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>1) Knowledge Students will have demonstrated knowledge and understanding in the following areas of the field of Artificial Intelligence: - Concept, taxonomies and use cases of artificial intelligence, machine learning, natural language processing and reinforcement learning - Concept of cluster analysis, prediction, sentiment analysis and learning agents</p> <p>2) Skills Students will be able to apply their knowledge and understanding of artificial intelligence to different managerial and organizational contexts. Students will be able to innovate digital products and services.</p> <p>3) Responsibility and autonomy Students will be able to formulate judgements with incomplete or limited information and to reflect on the social and ethical implications of applications of their knowledge and judgements. They will also be able to autonomously acquire new knowledge and skills, and independently perform research-oriented or application-oriented innovation projects</p>
<p>Learning Content</p>	<p>Artificial Intelligence - Overview, taxonomy and aims of artificial intelligence - Use cases</p> <p>Machine Learning - Supervised learning, e.g. with artificial neural networks - Unsupervised learning, e.g. cluster analysis</p> <p>Natural language processing - Sentiment analysis - Word embeddings</p> <p>Reinforcement Learning - Intelligent systems (agents)</p> <p>Exercises</p>

Module Description/Syllabus

Learning Content			
Particular admission requirements (if applicable)			
Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination			
Assessment method(s), Scope/Duration	Written Exam		
Recommended or required reading and other learning resources/tools	S.Stuart and P. Norvig, Artificial Intelligence: A Modern Approach, 4th edition, Pearson (2020)		
Additional (module) information			
Document Version	2.0	Document Date	04.09.2021
Document was created by	Prof. Dr. Andy Weeger	Valid from	
Updated		by	

Module Description/Syllabus

Module	Design for Digital Innovation		
Course Title	Design and/or Digital Innovation		Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management		
Examination No. (SuP)		valid SER	
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time		
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master		
Frequency	<input type="radio"/> winter term <input checked="" type="radio"/> summer term <input type="radio"/> each semester		
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>			
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German	Level of course	2nd semester
Lecturer/s	See Course Catalogue		
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional	Duration	1 semester
Mode of delivery	Face-to-Face, eLearning		
Responsible for the module	Prof. Dr. Markus Caspers		
Teaching Methods	Lecture, team work, exercises; Flipped Classroom, Blended Learning, Peer-to-peer-coaching		
Work parameters	self-studies (hours) 90	contact time (hours) 60	total (hours) 150
	Units ("UE") 		
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week) 10
Use for other studies	(SC&D)		

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's first semester</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>1) Knowledge Students will have demonstrated knowledge and understanding in the following areas of the field of Design Innovation:</p> <ul style="list-style-type: none"> • the special role of design as a design and problem-solving method • findings and developments from design science, design research and design strategies • the role of design innovation as a driver and marker of social change • the process of transitions and transformations in society and economy • design approaches like Design Futuring, Sceptical / Critical Design, Social Design, <p>2.) Skills: Design is conveyed as a holistic innovation, transformation and solution approach, which should be an integral part and prerequisite of every strategic decision in companies, institutions and socially relevant areas (politics, administration)</p> <p>3) Responsibility and autonomy: Students will be able to see design as a participatory strategy that involves stakeholders and has to manage the decision-making processes accordingly. Students will understand Design as a user-centered strategy that focuses on people and their needs. Students will understand communication via design and use of designed systems as a process that has social, cultural, aesthetic and technical implications.</p>
<p>Learning Content</p>	<p>1) Strategy and Design: Understanding design as a fundamental activity for improving living conditions and intentional environmental design. Changed role of design from strategic size in the production and marketing process to strategic thinking in digital and sustainable participation processes</p> <p>2) Design and Digitization: Tasks of design with regard to the digitization of living, working environments and processes; Change in the historical discipline of "design" from being centered on objects to being centered on users and processes</p> <p>3) Innovation and Transformation: Design as a driver of innovation, as a strategy and method for transformation processes; Human Centeredness as the core; Design thinking; Lifestyles as an empirical basis for innovation and transformation</p> <p>4) Sustainability and Creativity: Design as an innovation driver for sustainable developments and social responsibility; Creativity as a motor for social added value; Design as a principle of responsibility in changed production and consumption environments</p>

Module Description/Syllabus

<p>Learning Content</p>			
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s), Scope/Duration</p>	<p>Seminar Paper (12-15 pages)</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>Boehnert, Joanna: Design, ecology, politics : towards the ecocene. Bloomsbury Academic (New York) 2018 (978-1-4725-8863-0)</p> <p>Cross, Nigel: Design Thinking. London 2011 (978-1847886361)</p> <p>Norman, Don: The Design of Everyday Things. London 2013</p> <p>Hassenzahl, Marc: Experience Design. Technology for all the right reasons. Morgan&Claypool 2010</p> <p>Mareis, Claudia: Design als Wissenskultur. Bielefeld 2011</p>		
<p>Additional (module) information</p>			
<p>Document Version</p>	<p>2.1</p>	<p>Document Date</p>	<p>04.09.2021</p>
<p>Document was created by</p>	<p>Prof. Dr. Markus Caspers</p>	<p>Valid from</p>	
<p>Updated</p>	<p>26.10.2021</p>	<p>by</p>	

Module Description/Syllabus

Module	Organization and Processes			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	20300	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="checkbox"/> Bachelor <input checked="" type="checkbox"/> Master			
Frequency	<input type="checkbox"/> winter term <input checked="" type="checkbox"/> summer term <input type="checkbox"/> each semester			
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>				
Language of instruction	<input checked="" type="checkbox"/> English <input type="checkbox"/> German		Level of course	2nd semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="checkbox"/> compulsory <input type="checkbox"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face, eLearning, Blended learning			
Responsible for the module	Prof. Dr. Arne Buchwald			
Teaching Methods	Lecture, excercises, group presentations, case studies, article interpretation			
Work parameters	self-studies (hours)	contact time (hours)	total (hours)	Units ("UE")
	120	30	150	
Number of participants min./max.	10 / 30	ECTS-Points	05	Volume (hours per semester week)
				10
Use for other studies				

Module Description/Syllabus

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's first semester</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>Considering the program's objective to qualify students for coordinating and cross-functional functions and positions, this module focuses on competencies needed for organizational design of hierarchical as well as network organization at diverse levels of analysis such as inter-organizational structures, corporate level, unit and team level. To coordinate innovation activities across unit boundaries, students learn how to structure tasks and assign them to specific entities as well as to intergrate results of diverse entities.</p> <p>1) Knowledge Students will have demonstrated knowledge and understanding in the following areas of the field of Organization and Processes linked to Digital Innovation Management:</p> <ul style="list-style-type: none"> - Organizational Design for Agility and Innovation - Organizational structures and processes in multinational and Mittelstand companies - Acquiring and interpreting new knowledge - Structuring of digital innovation processes - Agile processes and lean startup - Managerial measures to balance both incremental and radical innovation - Digital Governance <p>2) Skills Students will be able to apply their knowledge and understanding of digital innovation management to different managerial and organizational contexts. Students will be able to integrate disparate knowledge and complex information about various classic and emerging fields of organizing which includes seminal and state-of-the-art of research as well as good practices.</p> <p>3) Responsibility and autonomy Students will be able to formulate judgements with incomplete or limited information and to reflect on the social and ethical implications of applications of their knowledge and judgements. They will also be able to autonomously acquire new knowledge and skills, and independently perform research-oriented or application-oriented innovation projects.</p>
<p>Learning Content</p>	<p>In accordance with the program's qualification goals regarding organizing, managing and communicating digital innovation, this module focuses on the first aspect: organizing.</p> <p>Core Contents:</p> <ul style="list-style-type: none"> - Designing the digital business - Crafting agile organizations in the digital age - Building digital platforms - Governing networks and online communities - Collaborating with start-ups - Embracing open innovation - Building successful digital labs - Defining new ways of working - Organizing agile processes and teams - Collaborating with start-ups - Creating new products and services

Module Description/Syllabus

<p>Learning Content</p>	<p>Learning and exercising the contents of this module will be coupled with the application of:</p> <ul style="list-style-type: none"> - Creativity techniques - Innovation games 		
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s), Scope/Duration</p>	<p>Seminar Paper (12-15 pages)</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>Tidd, Joe and Bessant, John: Managing Innovation. Integrating Technological, Market and Organizational Change – Wiley, 2018, 978-1119379454</p> <p>Newell, Sue; Morton, Josh; Marabelli, Marco, and Galliers, Robert: Managing Digital Innovation: A Knowledge Perspective - Red Globe Press, 2020, 978-1137434296</p> <p>Nambisan, Satish; Lyytinen, Kalle, and Yoo, Youngjin (Herausgeber): Handbook of Digital Innovation, Edward Elgar Publishing, 2020, 978-1788119979</p>		
<p>Additional (module) information</p>			
<p>Document Version</p>	<input type="text" value="2.0"/>	<p>Document Date</p>	<input type="text" value="04.09.2021"/>
<p>Document was created by</p>	<input type="text" value="Prof. Dr. Arne Buchwald"/>	<p>Valid from</p>	<input type="text"/>
<p>Updated</p>	<input type="text"/>	<p>by</p>	<input type="text"/>

Module Description/Syllabus

Module	Digital Innovation in Industry			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	20500	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master			
Frequency	<input type="radio"/> winter term <input checked="" type="radio"/> summer term <input type="radio"/> each semester			
Language Competence Level and Course code SAP	<input checked="" type="checkbox"/>			
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	2nd semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face and Blended Learning			
Responsible for the module	Prof. Dr. Andy Weeger			
Teaching Methods	Lecture Case Studies Group Presentations			
Work parameters	self-studies (hours)	contact time (hours)	total (hours)	Units ("UE")
	90	60	150	
Number of participants min./max.	10 / 30	ECTS-Points	05	Volume (hours per semester week)
				10
Use for other studies	Can be used as an elective in Strategic Information Management (SIM)			

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's first semester</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>Considering the program's objective to qualify students for coordinating and cross-functional functions and positions in various industries and organizations, this module conveys insights into different application domains of digital innovation. This includes the knowledge of diverse organizational concepts, management styles, and environmental conditions as well as the acquisition of competencies to communicate with different stakeholders in different contexts.</p> <p>1) Knowledge The students will have enhanced basic knowledge of various industries and the special characteristics of the respective managerial and organizational context, products, and services, especially in healthcare, manufacturing, logistics, retail, and professional services. The students will understand the specifics of managing digital product and service innovations in these industries and theoretical and mental models that provide a basis or opportunity for efficiently managing digital innovation in these and other industries.</p> <p>2) Skills Students can apply and contextualize their knowledge and understanding of digital innovation management and demonstrate problem-solving skills to analyze specificities and complexities of different industries and adapt digital innovation management methods and tools accordingly. Students will be able to communicate their conclusions and the underlying knowledge and reasoning clearly and unambiguously to different audiences.</p> <p>3) Responsibility and autonomy Students can reflect on their social and ethical responsibilities in uncertain and ambiguous contexts and make responsible decisions with incomplete or limited information. For this, they have developed the ability to evaluate new information, to question existing assumptions, to integrate new knowledge into their models of thinking and to develop independent contributions to practical and theoretical discourse and related solutions.</p>
<p>Learning Content</p>	<p>In accordance with the program's qualification goals regarding organizing, managing and communicating digital innovation, this module offers students the possibility to learn about industry-specific challenges and how this influences the way of organizing, managing and communicating digital innovations.</p> <p>Specifics of industries (context, products, markets, obstacles, enablers), particularly manufacturing, retail, and (professional) services.</p> <p>Industry-specific applicability and adaptations of innovation strategies, e.g., open and closed digital innovation</p> <p>Industry-specific methods for discovering need finding, ideation and prototyping of digital innovations (digitally enabled tangible products, services, and processes).</p> <p>Case studies of digital innovation in industries.</p>

Module Description/Syllabus

<p>Learning Content</p>			
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s), Scope/Duration</p>	<p>Seminar Paper (12-15 pages)</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>Tiwari, R., & Buse, S. (Eds.). (2019). <i>Managing Innovation in a Global and Digital World: Meeting Societal Challenges and Enhancing Competitiveness</i>. Springer.</p> <p>Tidd, J., & Bessant, J. R. (2020). <i>Managing innovation: integrating technological, market and organizational change</i>. John Wiley & Sons.</p> <p>Cardoso, J., Fromm, H., Nickel, S., Satzger, G., Studer, R., & Weinhardt, C. (Eds.). (2015). <i>Fundamentals of service systems</i>. Springer International Publishing.</p>		
<p>Additional (module) information</p>			
<p>Document Version</p>	<input type="text" value="2.2"/>	<p>Document Date</p>	<input type="text" value="27.10.2021"/>
<p>Document was created by</p>	<input type="text" value="Andy Weeger"/>	<p>Valid from</p>	<input type="text"/>
<p>Updated</p>	<input type="text" value="01.09.2022"/>	<p>by</p>	<input type="text" value="Andy Weeger"/>

Module Description/Syllabus

Module	Introduction to IS Research			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	20600	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="checkbox"/> Bachelor <input checked="" type="checkbox"/> Master			
Frequency	<input type="checkbox"/> winter term <input checked="" type="checkbox"/> summer term <input type="checkbox"/> each semester			
Language Competence Level and Course code SAP	<input checked="" type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English	<input type="checkbox"/> German	Level of course	2nd semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="checkbox"/> compulsory	<input type="checkbox"/> optional	Duration	1 semester
Mode of delivery	Face-to-Face, eLearning			
Responsible for the module	Prof. Dr. Heiko Gewalt			
Teaching Methods	Lecture, excercises, group presentations			
Work parameters	self-studies (hours) 120	contact time (hours) 30	total (hours) 150	Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week)	10
Use for other studies	SIM AIDA			

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's first semester</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>Considering the program's objective to qualify students for an academic career, this module focuses on methodological competencies and writing skills needed to craft academic texts and perform research projects.</p> <p>1) Knowledge Students can: - demonstrate knowledge of the concepts and different research methods in ISR - distinguish different approaches to theory building - elaborate on the advantages and disadvantages of different data acquisition methods - understand the structure of a scientific paper and the corresponding presentation</p> <p>2) Skills The students are able, based on the knowledge acquired in this course to. - formulate a valid research question - choose the correct research method to answer the research question - apply the correct data gathering method - use the correct statistical method or corresponding qualitative method to analyze their findings - formulate implications for theory and practice</p> <p>3) Responsibility and autonomy Students apply the knowledge and skills gathered in this course to independently write a scientific paper and present it to the class.</p>
<p>Learning Content</p>	<p>In accordance with the program's qualification goals to enable students to use academic sources, carry-out research projects, and analytically write own papers, this module provides methodological foundations as well as guidelines to structure a problem and craft a consistent paper that provides a logical thread.</p> <p>Theory of Science 'How to write a paper?' Design Science Research Information Systems Research Theory Development Empirical Research - quantitative - qualitative Action Research Grounded Theory 'How to write a review?'</p>

Module Description/Syllabus

Learning Content			
Particular admission requirements (if applicable)			
Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination			
Assessment method(s), Scope/Duration	Seminar Paper (12-15 pages)		
Recommended or required reading and other learning resources/tools	Required reading will be updated and distributed each term		
Additional (module) information			
Document Version	2.0	Document Date	04.09.2021
Document was created by	Prof. Dr. Heiko Gewalt	Valid from	
Updated		by	

Module Description/Syllabus

Module	Interpersonal Skills			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	30100	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master			
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester			
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>				
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	3rd semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face and Blended Learning			
Responsible for the module	Prof. Dr. Andy Weeger			
Teaching Methods	Lecture			
	Exercises (individually and team-based)			
	Presentations			
Work parameters	self-studies (hours) 90	contact time (hours) 60	total (hours) 150	Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week)	10
Use for other studies	Joint module with Strategic Information Management (SIM) and Artificial Intelligence and Data Analytics (AIDA)			

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's second semester</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>To be prepared for their future roles in cross-functional functions and (leadership) positions in national and international organizations, the students learn to lead themselves and understand and efficiently shape interpersonal interactions and conflicts in organizations.</p> <p>1) Knowledge Students will have knowledge and understanding of theories explaining interpersonal interaction in business contexts, conflict in organizations and the strategies to resolve it, and self-leadership and teamwork. Students have a deeper understanding of the ethical dimensions of interpersonal communication, the types, rules and styles of business communication, emotional intelligence and self-leadership, resilience (for leaders) and the challenges of (virtual) collaboration within and between disciplines.</p> <p>2) Skills The students show that they can efficiently lead themselves, that they are able to recognize the characteristics of competent communication, demonstrate the ability to assess the appropriateness and effectiveness of interpersonal strategies and responses based on situational contexts, goals, and human needs, demonstrate effective interpersonal conflict management principles, and that they are able to explain own and others' behavior in various settings.</p> <p>3) Responsibility and autonomy Students will be able to recognize the ethical dimensions of interpersonal communication, reflect on their interpersonal interactions, conduct themselves with high professional integrity in a variety of contexts, and develop their interpersonal skills largely on their own.</p>
<p>Learning Content</p>	<p>Topics in focus</p> <ul style="list-style-type: none"> - Mindset (a psychology of success) - Culture (sensitivity for cultural differences and methods to get along) - Career (designing career paths, getting so good you will not be ignored) - Productivity (building good habits, time management, focus) - Change (storytelling, (inter-)personal change management) - Resilience (coping with failure) - Communication (feedback, effective use of communication types, handling conflict) - Collaboration (methods, tools, measures) - Online collaboration - Happiness <p>Theoretical foundations, such as</p> <ul style="list-style-type: none"> - Self-concept theory - Emotional intelligence

Module Description/Syllabus

<p>Learning Content</p>			
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s), Scope/Duration</p>	<p>Presentation</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>A detailed list of relevant literature can be found in the teaching materials per unit, including, but not limited to:</p> <p>Dweck, Carol S.. Mindset: The New Psychology of Success. USA, Random House Publishing Group, 2006.</p> <p>Scott, Kim. Radical Candor: Fully Revised & Updated Edition: Be a Kick-Ass Boss Without Losing Your Humanity. USA, St. Martin's Publishing Group, 2019.</p> <p>Eyal, Nir, and Li-Eyal, Julie. Indistractable: How to Control Your Attention and Choose Your Life. USA, BenBella Books, 2019.</p> <p>Doerr, John. Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs. USA, Penguin Publishing Group, 2018.</p>		
<p>Additional (module) information</p>			
<p>Document Version</p>	<p>2.2</p>	<p>Document Date</p>	<p>16.10.2021</p>
<p>Document was created by</p>	<p>Andy Weeger</p>	<p>Valid from</p>	<p>01.10.2022</p>
<p>Updated</p>	<p>01.09.2022</p>	<p>by</p>	<p>Andy Weeger</p>

Module Description/Syllabus

Module	Academic Writing			
Course Title				Overall grade weighting (in %) 5,55
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	30200	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="checkbox"/> Bachelor <input checked="" type="checkbox"/> Master			
Frequency	<input checked="" type="checkbox"/> winter term <input type="checkbox"/> summer term <input type="checkbox"/> each semester			
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>				
Language of instruction	<input checked="" type="checkbox"/> English <input type="checkbox"/> German		Level of course	3rd semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="checkbox"/> compulsory <input type="checkbox"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face and Blended Learning			
Responsible for the module	Prof. Dr. Andy Weeger			
Teaching Methods	Lecture			
	Exercises (reading and discussions)			
	Coaching			
Work parameters	self-studies (hours) 90	contact time (hours) 60	total (hours) 150	Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 05	Volume (hours per semester week)	10
Use for other studies	Joint module with Strategic Information Management (SIM) and Artificial Intelligence and Data Analytics (AIDA)			

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's first and second semester; preferably language skills at English C1 level</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>Considering the program's objective to qualify students for coordinating and cross-functional functions and positions in national and international organizations, to use diverse sources of information which includes academic as well as practitioner literature, and to communicate with diverse stakeholders, this module focuses on competencies needed to argue stringently, develop academic texts, and communicate in English.</p> <p>1) Knowledge The students have demonstrated understanding and knowledge of key techniques, guidelines, elements, structures, vocabulary and language, and formal requirements of academic written communication, particularly in the field of management and information system research.</p> <p>2) Skills The students are able to draft, organize, and revise scientific texts that are coherent, clear, and concise with appropriate use of citations and can be printed in a journal or conference proceedings. Students can master all necessary writing communication in a peer-review process (as author or as reviewer). Students are able to effectively use tools to support the writing process (e.g., Citation Management Systems).</p> <p>3) Responsibility and autonomy Students can master the challenge of building on work done by others and create something original from it, while maintaining academic integrity and uphold the standards of good academic work.</p>
<p>Learning Content</p>	<p>In accordance with the program's qualification goals to enable students to use academic sources, and write own research papers, this module provides a deepening and practicing of what has been learned in IS research. Further, it provides English writing training.</p> <p>Writing process and strategy (e.g., research, planning, summarizing, organizing, plagiarism, referencing, proofreading). Elements of writing (e.g., argument and discussion, cause and effect, definitions, style) Writing vocabulary and language (e.g., precision, clarity, conciseness, scientific vocabulary) Structure of a academic paper (e.g., outline of the document, transition, implementation and presentation of data) Review process (e.g., writing a review, writing a response to the reviewer letter) Ongoing language coaching for own project</p>

Module Description/Syllabus

<p>Learning Content</p>			
<p>Particular admission requirements (if applicable)</p>			
<p>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</p>			
<p>Assessment method(s), Scope/Duration</p>	<p>Portfolio exam (multiple assignments)</p>		
<p>Recommended or required reading and other learning resources/tools</p>	<p>A number of research papers to be distributed at beginning of the course</p> <p>Recker, Jan. Scientific research in information systems: a beginner's guide. Springer Science & Business Media, 2012.</p> <p>Macgilchrist, Felicitas. Academic writing. Verlag Ferdinand Schöningh, Paderborn, 2014.</p>		
<p>Additional (module) information</p>			
<p>Document Version</p>	<p>2.2</p>	<p>Document Date</p>	<p>26.10.2021</p>
<p>Document was created by</p>	<p>Andy Weeger</p>	<p>Valid from</p>	
<p>Updated</p>	<p>01.09.2022</p>	<p>by</p>	<p>Andy Weeger</p>

Module Description/Syllabus

Module	Master Seminar			
Course Title				Overall grade weighting (in %) 2,22
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	90200	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master			
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester			
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>				
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	3rd semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face and Blended Learning			
Responsible for the module	Prof. Dr. Arne Buchwald			
Teaching Methods	Lecture, Exercises			
Work parameters	self-studies (hours)	contact time (hours)	total (hours)	Units ("UE")
	30	30	60	
Number of participants min./max.	10 / 30	ECTS-Points	02	Volume (hours per semester week)
				04
Use for other studies				

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's first and second semester</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>1) Knowledge Students will have demonstrated knowledge and understanding in the following areas: - Critical evaluation of work of others and own work in terms of quality - Creation of logically structured presentation</p> <p>2) Skills Students will be able to provide constructive criticism. Students will be able to evaluate, and reflect on knowledge from diverse sources and build on it to create own considerations.</p> <p>3) Responsibility and autonomy Students will be able to autonomously formulate theoretical considerations, pinpoint potential limitations, and put forth ideas for future research. They will also be able to consider social and ethical implications of their and others work.</p>
<p>Learning Content</p>	<p>In the Master Seminar the student defends his or her thesis with a presentation and following discussion.</p>

Module Description/Syllabus

Learning Content			
Particular admission requirements (if applicable)			
Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination			
Assessment method(s), Scope/Duration	Presentation (20-30 minutes)		
Recommended or required reading and other learning resources/tools	<div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div>		
Additional (module) information			
Document Version	<input type="text" value="2.0"/>	Document Date	<input type="text" value="04.09.2021"/>
Document was created by	<input type="text" value="Prof. Dr. Arne Buchwald"/>	Valid from	<input type="text"/>
Updated	<input type="text"/>	by	<input type="text"/>

Module Description/Syllabus

Module	Master Thesis			
Course Title				Overall grade weighting (in %) 20,00
Course of Studies	Digital Innovation Management			
Examination No. (SuP)	90100	valid SER		
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time			
Study Cycle	<input type="radio"/> Bachelor <input checked="" type="radio"/> Master			
Frequency	<input checked="" type="radio"/> winter term <input type="radio"/> summer term <input type="radio"/> each semester			
Language Competence Level and Course code SAP <input checked="" type="checkbox"/>				
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	3rd semester
Lecturer/s	See Course Catalogue			
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional		Duration	1 semester
Mode of delivery	Face-to-Face			
Responsible for the module	Prof. Dr. Arne Buchwald			
Teaching Methods	Lecture 			
Work parameters	self-studies (hours) 528	contact time (hours) 12	total (hours) 540	Units ("UE")
Number of participants min./max.	10 / 30	ECTS-Points 18	Volume (hours per semester week)	36
Use for other studies				

<p>Requirements for participation/ required competencies</p>	<p>Passed modules of the study programme's first and second semester</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p>	<p>1) Knowledge Students will have demonstrated knowledge and understanding in the following areas: - Research strategies, research designs, methods and approaches, and quality criteria in research on Digital Innovation Management - Critical evaluation of work of others in terms of quality - Creation of logically structured own research paper</p> <p>2) Skills Students will be able to independently create scientific work. Students will be able to evaluate, and integrate knowledge from diverse sources and build on it to create own scientific output.</p> <p>3) Responsibility and autonomy Students will be able to autonomously formulate and justify own research topics, acquire knowledge from extant research, and independently perform research-oriented projects. They will also be able to responsibly deal with empirical information acquired from various stakeholders and to consider social and ethical implications of their work.</p>
<p>Learning Content</p>	<p>The Master Thesis shall exhibit the student's competencies and abilities to research, solve and critically discuss a current topic of the field Digital Innovation Management. The students have to meet formal and content standards and have to organize their work load to finish in a specific time frame. A reference to the practice is desirable.</p>

Module Description/Syllabus

Learning Content			
Particular admission requirements (if applicable)			
Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination			
Assessment method(s), Scope/Duration	Master Thesis		
Recommended or required reading and other learning resources/tools	<div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div>		
Additional (module) information			
Document Version	<input type="text" value="2.0"/>	Document Date	<input type="text" value="04.09.2021"/>
Document was created by	<input type="text" value="Prof. Dr. Arne Buchwald"/>	Valid from	<input type="text"/>
Updated	<input type="text"/>	by	<input type="text"/>