

Module description: Cases in Disruptive Innovation		
Module Code	w.BA.XX.2CDI.XX	
ECTS Credits	3	
Language of Instruction/Examination	German	
Module Description	This practical course examines the dynamics of disruptive innovations through current case studies. Competitive environments are analyzed and strategies for disruptors and established companies are developed. The predictability of influencing factors and market changes is critically discussed, along with approaches to developing well-founded recommendations for action. Theories are applied to real-world scenarios in group work. The course enhances strategic thinking and prepares participants for the challenges of a changing business world.	
Organizational Unit	Institut für Innovation&Entrepreneurship	
Module Coordinator	Christian Hertach	
Deputy Module Coordinator	Adrian W. Müller	
Program and Specialization	Elective module (see module table)	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory Elective	Program Phase Main Study Period
Prerequisite Knowledge	Strategic management	
Contribution to Program Learning Objectives (by the concerned 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 - 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	

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Module Learning Objectives	Students... • are able to understand basic concepts of disruptive innovation and apply them on the basis of theories, models, and concrete examples. • are able to identify drivers of potentially disruptive situations and assess their dynamics. • are able to design recommendations for specific, disruptive situations.																																										
Module Content	• Disruptive innovation (theory/delivering content) • The basic principles and sources of disruptive innovation • Exploration and assessment of the dynamics of disruptive innovations • Actions strategies for dealing with potentially disruptive innovations and situations																																										
Links to other modules	This module is linked to the following modules: • w.BA.XX.2InE.XX • w.BA.XX.2Strat.XX																																										
Digital Learning Resources	• Reader • Teaching Videos • Case Studies (with Key)																																										
Methods of Instruction	• Literature Review • Interactive Instruction • Case Studies • Lecture • Problem-Oriented Teaching			Social Settings Used: • Group Work																																							
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>26 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>26 h</td><td>0 h</td><td colspan="2">64 h</td></tr></table>						Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	-	-			Small Class	26 h	-			Group Instruction	-	-			Practical Work	-	-			Seminar	-	-			Total	26 h	0 h	64 h				
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr><tr><td colspan="5"></td></tr><tr><td colspan="2">Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Written Assignment</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>50.00</td></tr><tr><td colspan="2">Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>30</td><td>50.00</td></tr></table>					End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources										Others		Assessment	Format	Length (min.)	Weighting	Written Assignment		Grade	Gruppenarbeit	0	50.00	Talk/oral presentation		Grade	Gruppenarbeit	30	50.00
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Classroom Attendance Requirement	None																																										
Compulsory Reading	• Slides • Selected papers																																										
Recommended Reading	• Gans J. (2016). The Disruption Dilemma. The MIT Press.																																										
Comments																																											