

Valid from 2025.FS

Module description: Strategic Innovation Management	
Module Code	w.MA.XX.SIM-PiE.19HS
ECTS Credits	3
Language of Instruction/Examination	English
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 blockchain trends and innovations.
Organizational Unit	Institut für Wealth & Asset Management
Module Coordinator	Pirmin Mussak
Deputy Module Coordinator	Ruben Seiberlich
Program and Specialization	<ul style="list-style-type: none"> <li>Banking and Finance (PiE)</li> </ul>
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
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 Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>Methodological Competence</li> <li>Social Competence</li> <li>Self-Competence</li> </ul>
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>Problem-Solving &amp; Critical Thinking</li> <li>Scientific Methodology</li> <li>Work Methods, Techniques, and Procedures</li> <li>Information Literacy</li> <li>Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>Written Communication</li> <li>Oral Communication</li> <li>Teamwork &amp; Conflict Management</li> <li>Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>Self-Management &amp; Self-Reflection</li> <li>Ethical &amp; Social Responsibility</li> <li>Learning &amp; Change</li> </ul>

## Module description: Strategic Innovation Management

Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• are able to develop strategies for banks and other financial institutions and plan their implementation.</li><li>• are able to apply, explain, evaluate, and implement methods that banks and other 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 the financial services.</li><li>• understand the meaning of key trends such as blockchain and their impact on the business models of banks and other financial institutions.</li></ul>																																									
Module Content	<ul style="list-style-type: none"><li>• Strategy: strategic position, strategic choices, strategy in action, and frameworks</li><li>• Trends: megatrends, digitalization, and blockchain</li></ul>																																									
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"><li>• w.MA.XX.ZIW-PiE.19HS</li><li>• w.MA.XX.PMA-PiE.19HS</li><li>• w.MA.XX.IRB-PiE.19HS</li></ul>																																									
Digital Learning Resources	<ul style="list-style-type: none"><li>• Teaching Videos</li><li>• Case Studies (with Key)</li></ul>																																									
Methods of Instruction	<ul style="list-style-type: none"><li>• Literature Review</li><li>• Exercises</li><li>• Lecture</li><li>• Case Studies</li><li>• Interactive Instruction</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Group Work</li></ul>																																							
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>Lecture</td><td>28 h</td><td>14 h</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Project 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>28 h</td><td>14 h</td><td colspan="2">48 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	28 h	14 h			Excercise	-	-			Project Work	-	-			Seminar	-	-			Total	28 h	14 h	48 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">Case study paper</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>50.00</td></tr><tr><td colspan="2">Case study presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>20</td><td>50.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources										Others		Assessment	Format	Length (min.)	Weighting	Case study paper		Grade	Gruppenarbeit	0	50.00	Case study presentation		Grade	Gruppenarbeit	20	50.00
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Classroom Attendance Requirement	None  For the presentation, attendance is mandatory.																																									
Compulsory Reading	<ul style="list-style-type: none"><li>• Johnson, G., Whittington, R., Scholes, K., Angwin, D. &amp; Regnér, P. (2017). Exploring Strategy - Text and Cases. 11th edition. Harlow: Pearson. ISBN 978-1-29214-512-9.</li></ul>																																									
Recommended Reading	<ul style="list-style-type: none"><li>• Additional reading material will be announced during the module</li></ul>																																									
Comments	There are two performance assessments: (1) case study presentation and (2) case study paper																																									