

Module description: Strategic Innovation Management	
Module Code	w.MA.XX.SIM.19HS
ECTS Credits	3
Language of Instruction/Examination	German
Module Description	On completion of this module, students will be able to understand the strategy of a company in the financial services industry. The module covers the following general topics: strategy/strategic management, including strategic positioning, strategic options, strategy implementation, and trends and innovations in the field of blockchain.
Organizational Unit	Institut für Wealth & Asset Management
Module Coordinator	Pirmin Mussak
Deputy Module Coordinator	Johannes Höllerich
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	<b>Module Type</b> Compulsory
Prerequisite Knowledge	Before starting this module, students should have knowledge and understanding of the basic principles underlying the relationships between a company, 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>

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• are able to develop strategies for banks and other financial institutions/insurance companies and plan their implementation.</li><li>• can explain, evaluate, and implement methods used by banks and other financial institutions in strategy development and implementation.</li><li>• understand the concept of a business model and are able to develop (new) business models in the field of financial services.</li><li>• understand the significance 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 positioning, strategic options, strategy implementation, and strategic analysis and decision-making frameworks</li><li>• Trends: megatrends, digitalization, and blockchain</li></ul>																																	
Links to other modules	This module is linked to the following modules:																																	
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Practice and Application Exercises (with Key)</li><li>• Case Studies (with Key)</li><li>• Case studies</li><li>• Practice and application tasks</li></ul>																																	
Methods of Instruction	<ul style="list-style-type: none"><li>• Lecture</li><li>• Case Studies</li><li>• Interactive Instruction</li><li>• Application Tasks</li><li>• Literature Review</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></table> <table><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Written Assignment</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>50.00</td></tr><tr><td>Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>15</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	15	50.00
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Classroom Attendance Requirement	None  Attendance at the final presentation is mandatory.																																	
Compulsory Reading	<ul style="list-style-type: none"><li>• Refer to Moodle</li></ul>																																	
Recommended 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.. ISBN 978-1-29214-512-9.</li></ul>																																	

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### Comments

### Course information:

- Case studies will be discussed and graded. Attendance at the final presentation is mandatory.
- The language of instruction is German. Some course materials will be provided in English. Case studies may also be available in English. If necessary, standard translation aids may be used.
- Presentations will be given in German. Written reports may be submitted in either German or English.