

<b>Module title</b>		<b>Abbreviation</b>
Corporate Strategy and Innovation (CSI)		10-MBA-USI-122-m01
<b>Module coordinator</b>		<b>Module offered by</b>
MBA-Continuing Education		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
6	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>Motivation</p> <p>A factor that is crucial for the long-term success of a company is its culture. Taking into account the individual position of a company and its surrounding value-creation network, a company's culture needs to promote creative as well as innovative developments. Companies need to position themselves strategically and offer innovative products and services on dynamic markets. To achieve this, a permanent further development of the company's portfolio of goods and services is essential. In addition, suitable distribution channels must be developed in order to reach customers the best way possible.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"> <li>- Industry and competition analysis</li> <li>- Composition of value creation networks</li> <li>- Entrepreneurship</li> <li>- Internal and external success factors</li> <li>- Innovation and design</li> </ul>		
<b>Intended learning outcomes</b>		
<p>Objectives</p> <p>Acquire well-founded knowledge to analyze, evaluate, and compare specific companies or even entire industries. Learn how to strategically make decisions about how to position your company, e. g. with a view to procurement of raw materials or regarding the distribution of products. Learn to act like an entrepreneur. Use new technologies in order to break up with old structures and to replace traditional business models. Familiarize yourself with design tools as well as innovation methods to create a competitive edge for your company and to proactively lead changes within surrounding market environments.</p> <p>Approach</p> <p>The module will be held at the renowned Boston University. First, the focus will be on methods and toolsets for the analysis of industries and companies. You will then be taught on the development of products and services. You will also learn concepts to design marketing strategies in a real-life setting. Based on findings from value creation chains examined, you derive opportunities to increase your company's performance. In a business simulation, you will combine theoretical and practical knowledge by planning production facilities and distribution channels to conquer new markets.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
seminar paper (approx. 5 pages) and presentation (approx. 20 minutes) and oral participation, weighted 4:3:3 Language of assessment: German, English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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**Workload**

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**Teaching cycle**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Business Integration (MBA) (2013)

Master's degree (1 major) Business Integration (MBA) (2012)