

<b>Module title</b>		<b>Abbreviation</b>
Strategic Networks in Industry		12-M-MS-102-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Marketing		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.</p> <p>The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Strategic networks and clusters in industrial industries such as the automotive industry</li> <li>2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers</li> <li>3. Management of business types, in particular the business of suppliers in the automotive industry</li> <li>4. Cluster and entrepreneurship activities</li> <li>5. Sustainable innovation strategies</li> </ol>		
<b>Intended learning outcomes</b>		
By the end of the course, students gain a profound understanding above the basics of network research. Furthermore students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.		
<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)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		