

MW109: Strategies of Digital Top Players				Study Programme:	M
Module Type:	ECTS Credits:	Workload:	Study Semester:	Module Duration:	
Optional compulsory	8	240	2. and 4.	one semester	
Courses (HPW=hours per week):			Contact hours:	Independent study:	Planned group size:
Course 1: Strategies of Digital Top Players - Lecture (2 HPW)			60h	90h	100
Course 2: Strategies of Digital Top Players – Exercise (2 HPW)			30h	90h	100
Intended Learning Outcomes (ILOs):					
By the end of the module, students will be able to: <ul style="list-style-type: none"> - recognize and describe the characteristics of digital top players' strategies; - assess and evaluate the relevance of digital strategies for firms; - evaluate the strategies chosen by companies concerning their potential for future competitive advantages. 					
Key competencies:					
<ul style="list-style-type: none"> - working academically - working independently (and hands-on) - understanding complex situations/cases - analytical skills 					
Description/Contents:					
<p>Course 1: Strategies of Digital Top Players - Lecture</p> <ol style="list-style-type: none"> 1. Role of Digital Players 2. Platform Strategies as Ultimate Objective 3. Future Back Strategy 4. Digital strategy matrix 5. Collisional Innovation 6. Flywheel 7. Experimentation at Scale 8. Supporting activities <ol style="list-style-type: none"> 8.1 DNA innovative Managers 8.2 Lean Analytics 8.3 On Demand Orientation 8.4 Customer Centricity <p>Course 2: Strategies of Digital Top Players – Exercise</p> <p>Course 2 as exercise class serves to deepen the understanding of course materials through case examples and practical problems; Course 2 is directly linked to course 1 with regards to content</p>					

Language:
The module is taught in English.
Teaching Methods:
Lectures, guest lectures, exercise classes, potentially group work, self-study
Module Applicability:
M.Sc. Business Administration; M. Sc. Economics; M.Sc. Business Chemistry; M.A. Art Mediation and Cultural Management.
Pre-requisites/Requirements:
Enrolled in “Business Administration”, “Economics”, “Business Chemistry” or “Art Mediation and Cultural Management” for a Master’s degree. Background knowledge in line with completed B.Sc. Business Administration. (Very) good English skills.
Examination Types:
Final examination in the form of a written exam at the end of the semester (60 minutes).
Requirements for Award of Credit Points:
Successful participation in the module exam. The exam will be passed if the grade is at least „sufficient“ (4,0).
Availability:
The module will be offered generally each winter term.
Assessment:
This course will be graded and is part of the calculation for the overall grade of the master degree. Particular information concerning the calculation of the overall grade can be gathered in the respective examination regulations.
Person Responsible and Main Lecturer:
Prof. Dr. Andreas Engelen and the scientific staff of the chair of Management.
Further Information:
Further information can be found at the website of the responsible chair.

State: 06.07.2021