

MW38: Opportunity Recognition				Study Programme:	M
Module Type:	ECTS Credits:	Workload:	Study Semester:	Module Duration:	
Optional compulsory	8	240	1st and 3rd (Winter term)	one semester	
Courses (HPW=hours per week):			Contact hours:	Independent study:	Planned group size:
Course 1: Opportunity Recognition (2 HPW)			30h	90h	100
Course 2: Opportunity Recognition – 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 entrepreneurial management in established companies; - apply diverse tools to identify and evaluate future business opportunities 					
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: Opportunity Recognition</p> <ol style="list-style-type: none"> 1. Introduction to Opportunity Recognition 2. Company-related Tools Opportunity Recognition <ol style="list-style-type: none"> 2.1. Technology Application Matrix 2.2. Business Model Innovation Approach 2.3. CoreBusiness Approach 2.4. Big Data Approach 2.5. Product Trend Approach 3. Market-related Tools of Opportunity Recognition <ol style="list-style-type: none"> 3.1. Consumption Chain 3.2. Empathetic Design 3.3. Granularity Approach 3.4. Innovation Mapping 3.5. Market Imperfections 4. Environmental tools of Opportunity Recognition <ol style="list-style-type: none"> 4.1. Reverse Innovation Approach 4.2. Interpreter Approach 4.3. Innovation Crowdsourcing 					

- 4.4. Lead User Approach
- 4.5. Market Space Approach
- 5. Systematization of Opportunity Recognition Tools
 - 5.1. Systematisierung der Tools zur Opportunity Recognition
 - 5.2. Systematization by Format
 - 5.3. Systematization by New Products and Markets
 - 5.4. Systematization by Resource Demand and Growth Potential
- 6. Evaluation and Selection of Opportunities
 - 6.1. Criteria List
 - 6.2. Portfolio Approaches

Course 2: Opportunity Recognition – Exercise

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

Language:

The language of courses 1 and 2 is English.

Teaching Methods:

Lectures, group work, case studies, 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.

Examination Types:

Final examination in the form of a written exam (60 minutes)

Requirements for Award of Credit Points:

Successful final examination. The final exam is passed with a grade of at least 4.0 (“ausreichend”).

Availability:

Courses 1 and 2 will generally be offered each winter term.

Assessment:

This course will be graded and is part of the calculation for the overall grade of the master’s degree. More specific information concerning the calculation of the overall grade can be found in the examination regulations of your respective field of study.

Person Responsible and Main Lecturer:

Prof. Dr. Andreas Engelen and the academic staff of the chair of Management.

Further Information:

Further information can be found on the website of the responsible chair as well as on ILIAS and HIS-LSF. It is possible to write a project report (“Projektarbeit”; MQ06, MQV01).

Last updated: 18.01.2022