

<b>Module: WPE12 Business Improvement Methodology</b>		
<b>Exam:</b> WPE12 Business Improvement Methodology	<b>LV.-No.:</b>	<b>ECTS points:</b> 5 CP
<b>Recommended semester:</b> 4th. semester	<b>Module:</b> optional	<b>Language in module:</b> englisch
<b>Responsible lecturer:</b> Prof. Dr. Frank Lattuch	<b>Semester:</b> summer	<b>Registration information:</b>
<b>Lecturer:</b> Prof. Dr. Frank Lattuch		
<b>Learning outcomes</b>	<p>Students are able to</p> <ul style="list-style-type: none"> <li>draw a practical understanding of significant business improvement methodologies including a variety of change management techniques and issues concerning innovation in organizations.</li> <li>explore the benefits as well as the limitations that surround the application of these methodologies within an analytical framework.</li> <li>apply, reflect and discuss the application of prescriptive methodologies in a range of organizational contexts throughout case studies.</li> </ul>	
<b>Form of exam</b>	Assignment and presentation, for details see current exam list	
<b>Form of teaching</b>	<ul style="list-style-type: none"> <li>Seminar</li> </ul>	
<b>Course contents</b>	<ul style="list-style-type: none"> <li>Different conditions that (a) surround business enterprises in different industries and (b) had major impact on the behavior of organizations.</li> <li>Competitive pressures that are experienced by firms and resulted in a business environment that appears increasingly uncertain.</li> <li>How companies encounter a different competitive base for different goods in different markets.</li> <li>The rise of niche competitors has changed the foundation for competitiveness and signaled the vulnerability of large firms to a new class of fast moving innovative business organizations.</li> </ul>	
<b>Workload</b>	Obligatory presence (3 SWS): Student preparation / home work: total:	45 h  105 h 150 h
<b>Preconditions</b>	n/a	
<b>Literature</b>	<ul style="list-style-type: none"> <li>Brown, T., Change by Design, Harper.</li> <li>Harvard Business Review, HBR's 10 Must Reads on Change Management, HBS Press.</li> <li>Kotter, J. P., Leading Change, HBS Press.</li> <li>Poole, M. S. and Van de Ven, A. H., Handbook of Organizational Change and Innovation, Oxford University Press.</li> </ul>	