



AKTUELLES THEMA: MANAGING A TECH-COMPANY IN A GLOBALIZED WORLD

COURSE OUTLINE AND READING LIST

PROF. DR. THOMAS WITTKOP

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TIME Research Area | Service and Technology Marketing (**STM**)

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1 COURSE OVERVIEW

Course Name:	Managing A Tech-Company in a Globalized World
Degree Programmes:	<ol style="list-style-type: none"> 1. M.Sc. BWL (PO 2013): Spezieller Wahlpflichtbereich: Vertiefung in Innovation, Entrepreneurship and Marketing 2. M.Sc. WiWi (PO 2014): Vertiefungsbereich: Innovation, Entrepreneurship and Marketing 3. M.Sc. WiIng (PO 2015): Spezieller Wahlpflichtbereich: Vertiefung in Innovation, Entrepreneurship and Marketing
Lecturer:	Prof. Dr. Thomas Wittkop
Contact:	David Egbert (egbert@time.rwth-aachen.de)
Location and Time:	Siehe <i>Course Organization</i>
Content Description:	The course combines theoretical concepts of strategic management and marketing and its practical application within a simulation game. Groups of students start a new company or a marketing division that enters the microcomputer business. They serve as the company's or division's executive team. They analyze market research data, devise an overall business strategy and then make a set of strategic and tactical decisions with the goal to become profitable and to be the best competitor in the industry. The market they serve is competitive and fast-paced, the customers are demanding and the competition is working hard to increase their market share.
Qualification Objectives:	The course aims at teaching theoretical concepts and instruments of strategic management (e.g. SWOT analysis, competitive mapping, or portfolio analysis). Additionally, the simulation game should provide the transfer of these fundamentals into a practical application. Students will be given the opportunity to utilize their skills within an interactive, competitive environment. Moreover, students have to develop distinct social skills, as they have to decide future steps as a team.
Course Examination:	<p>Paper (50%, graded) and presentation (50%, graded)</p> <p>All components need to be passed to pass the module.</p>
Participation Requirements:	<ol style="list-style-type: none"> 1. Profound English language skills 2. Module with special didactic requirements according to §8 attendance 3. Compact Seminar
Group Size:	15 participants (max)
Language:	English
Credits:	5

2 COURSE ORGANISATION

In addition to the management/marketing simulation, selected topics of strategic management and an introduction to the user interface and the workings of the simulation software are conveyed. Information and materials of the course are communicated via CAMPUS and L2P.

The seminar will take place in the form of a compact seminar from 6.01.2018 - 13.01.2018 (Sa-Sa) at the "Söllerhaus" RWTH Aachen University in Hirschegg, Kleinwalsertal (Austria). Besides working on seminar topics and taking the first exam in form of a presentation, there is the possibility to various winter sports activities in the immediate vicinity. The schedule of the seminar will take sporting and leisure activities into account.

NOTE: The date of the final presentation may change during the semester, but it will be finalized as soon as possible.

Date	Content
<p>20.10.2017 10:00 - 16:00 Uhr</p>	<p>Introduction to the Software, selected topic of strategic management (attendance required)</p>
<p>24.11.2017 10:00 - 16:00 Uhr</p>	<p>Optional Feedback & Support (registration required)</p>
<p>15.12.2017 10:00 - 16:00 Uhr</p>	<p>Optional Feedback und Support (registration required)</p>
<p>6.01.2018-13.01.2018</p>	<p>Compact Seminar at Söllerhaus (attendance required)</p>
<p>26.01.2018 t.b.a.</p>	<p>Poster Presentation (attendance required)</p>
<p>02.02.2018 10:00 - 16:00 Uhr</p>	<p>Course Wrap-Up (individual feedback for the groups)</p>

In addition to these attendance meetings, the accompanying simulation game will be divided into weekly decision-making sessions. The following table shows the decision due dates:

Datum	#
08.11.2017	1
15.11.2017	2
22.11.2017	3
29.11.2017	4
06.12.2017	5
13.12.2017	6
20.12.2017	7
10.01.2018	8

Additional organisational information

Accommodation in Austria is provided in multi-bed rooms including breakfast and dinner. The costs of transport, accommodation and food are estimated at 170 Euros per student. Transfer to Austria is organized and will take place by train and taxi. For courtesy of all participants individual travelers will still have to pay the full fee of 170€. Further details will be provided during course sessions.

We hope you will enjoy the course and look forward to working with you!