

Module description: Preparatory courses for the intergrated company project

Module title, ECTS credits (and possibly STADS code) <i>Intergrated company study</i>
Location <i>5th semester EBA- B.Sc.</i>
Module coordinator <i>Frederik Hertel (Semester coordinator)</i> <i>Michael Fast (Study coordinator)</i> <i>Arnim Decker (Lecturer)</i>
Type and language English
Objectives <i>The lectures are given within the scope of the integrated company project. They are intended to summarize contents which were subject for teaching in the 2nd to 4th semester. The aim of the lecture is to prepare students for the integrated company project which is the main emphasis of the 5th semester of the EBA B.Sc. Students need to be prepared to analyse the respective companies their groups will be in contact with. They need to be able to analyse the external and internal conditions of the company for recognition of firm specific opportunities and threats.</i>
Knowledge <i>Recall and describe diverse conceptual frameworks and theories. Students can explain relevant theories and frameworks. The lectures will build on the Dynamic Capabilities framework, which offers a dynamic perspective by summarizing different views and theories that were also part of earlier studies in this EBA B.Sc. study. They can explain the differences between static and dynamic conceptual and theoretical views. They know and can explain how different isolated theories and conceptual frameworks can be integrated into a comprehensive dynamic framework.</i>
Skills <i>Apply diverse conceptual frameworks in a theoretical and practical context. Students develop skill in using and applying knowledge within a context of the holistic study of a company. Based on their theoretical understanding, students can identify and reflect on present and/or future challenges that firms are likely to encounter with respect to the increasing trends of digitalization. For support of these perspectives, students can integrate already known theories and frameworks into a dynamic context.</i>
Competences <i>Within the PBL context, students can actively use their knowledge and skill to collaborate in projects. They have the competences to analyze and act on company related situational problems and challenges to develop solutions.</i>

Academic content and conjunction with other modules/semesters

The framework of dynamic capabilities includes sensing, seizing and managing threats and opportunities. This is a comprehensive framework which incorporates diverse frameworks and theories from a holistic perspective. Some of the frameworks and theories have already been studied in the 2nd to 4th semester, some of the frameworks and theories are still new and give opportunity for students to expand their knowledge, skills, and competences in their progression towards the final Bachelor thesis. The dynamic capability framework includes the following theoretical perspectives.

- The ecosystem environment*
- Enterprise positions*
- Business Models*
- Enterprise Boundaries*
- Governance and cospecialization*
- Managing threats and transforming opportunities*

Scope and expected performance

25 ECTS points as part of the integrated company project. Students need to demonstrate their ability to perform in the context of the intergrated company project and demonstrate this in the written project and final semester examination.

Participants

The EBA B.Sc. students in the 5nd semester.

Prerequisites for participation

The students should have progressed through the 1st to 4th semester studies and have fulfilled the necessary requirements for succesful termination. Due to specific cicumstances, individual students may still have to complete some examinations from previous semesters.

Module activities (course sessions etc.)

- *6 sessions with lectures (105 minutes each)*
- *Frontal lecture*

- Screencast lectures
- Homework assignments
- Supplementary activities like quizzes

Examination

Delivery of a written group project and oral group examination according to the regulations. As a supplementary measure, performance in writing and delivering homework assignments, as well as quizz participation, will be monitored. At the end of the semester, examiners will be informed to gain an overview of student's performance during the semester lectures. The expected performance in this preparatory module is made evident in the successful termination of the semester project, which includes a written thesis and an oral examination.