

Strategy and Innovation in Digital Service Contexts (SISC)

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Lectures, Case Studies, and Group Project
WS 2020/2021
3 SWS, 6 ECTS

Kurs im Bereich M.Sc. – Management und Führung

Lecture and tutorial: Tuesday: 12:00 – 14:00h c.t.

Course description

Digital services have distinct characteristics that distinguish them from products. This should be explicitly taken into account in management. In addition, digitization is increasing the importance of services in most industries. Even the product portfolio of producing companies is increasingly being supplemented with service offerings. In both service- and product-dominated industries, digital technologies provide opportunities for new and innovative services. For this reason, the acquisition of skills and competences is essential for the strategic management and innovation management of digital services.

This course combines concepts and techniques from strategic management, and innovation and technology management to provide a comprehensive view of management in digital service contexts. Following the completion of the course, the students will be familiar with theoretical concepts and empirical methods to:

- identify and evaluate business opportunities for digital services and to design business concepts.
- plan digital services strategically and integrate them into the corporate strategy.
- shape the innovation process for digital service innovations, make decisions on the implementation of digital service innovations, and conduct strategic innovation management.

The course has two components: a lecture and a tutorial. In the tutorials, several case studies, which the students have to prepare in advance, will be discussed interactively. In addition, the students have to complete a group project. Within the framework of this project, the students have to choose a concrete application example for a digital service innovation. This digital service innovation will be analyzed based on the acquired concepts of strategic management and innovation management. Building on these findings, a business plan for the digital service innovation has to be created and presented.

Registration

This course is a **Master's level course** and is limited to **30 participants**. **Prior registration is required**. The registration is **binding**. Accepted participants will be notified via email by 29th October 2020.

Prerequisites: Basic knowledge of **Strategic Management** and **Innovation and Technology Management**

Registration via email to: Suzanne.Weinberger@ur.de
Registration period: 21st September – 28th October 2020

Required information: Full name
Student number (“Matrikelnummer”)
Field of study and major
Semester
Exchange student (yes/no; if “yes”: home university)
Permanent email address
Prior courses on Strategic Management / Innovation and Technology
Management

Only complete registrations will be considered!

The waiting list will be limited to 15 students.