



Digital Strategies in the Global Service Industry (online)

Overview

Discover the digital strategies that underpin the global service industry. This course will explore the challenges faced by service providers in the increasingly changing global environment and in light of technological developments.

Date

3–16 January 2021 (two weeks)
Synchronous sessions Mon–Fri 2–5 pm MESZ
(subject to change +/- 2 hours)

Course Content

- Global Market Challenges and Trends for Business
- Global Service Strategies

The course programme also includes:

- Business cases from literature alongside virtual class exercises
- Real case challenge with a business partner

Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

Prerequisites

Upper undergraduate students of business, economics and related fields (after two years of study) or graduates with good standing.

Number of Participants

20–25

Course Fees

€ 550
This includes tuition and application fees.
Early Bird fee € 500 until October 1.

Credits

- 4 ECTS credits

Registration Deadline

- 15 November 2020

Contact, Enquiries and Registration

HWR Berlin Summer and Winter School
Email: summer@hwr-berlin.de
www.hwr-berlin.de/summerschools

Syllabus

For a more detailed syllabus, please email summer@hwr-berlin.de

Lecturers

Prof. Dr. Matthias Tomenendal,
Prof. Dr. Caroline Rudzinska (subject to change)

Students will explore how firms face various challenges in the increasingly competitive and changing global environment, especially as globalisation and the newest advances in technology have been changing the way we engage in international business. Theoretical and business applications will be taught in conjunction in order to show the student how theory and practice are interrelated. Furthermore, students will get a real challenge from a business partner, applying their learned knowledge, work out a solution and pitch in front of the business partner.

Experiential learning through that case and reflection of it, is emphasized. Students will work on their communication skills and learn techniques for visualizing their business idea (e.g. pitching, canvas, prototyping).

Assessment:

50% entrepreneurial project: small student teams work on a challenging real case.

50% Written paper (individually), approx. 1.000 words (excl. cover/charts/graphs/tables) by the end of Day 6.

Day	
1	Theoretical Input <ul style="list-style-type: none"> Kick-Off Meeting (Prof. Dr. Matthias Tomenendal & Prof. Dr. Caroline V. Rudzinska)
	Real Case Challenge <ul style="list-style-type: none"> Business Case Briefing Assignment: Deep dive into field of business of the industrial partner
2	Theoretical Input <ul style="list-style-type: none"> Prologue: Skills for structuring and presenting Fundamentals of international business strategy
	Theoretical Input <ul style="list-style-type: none"> Strategic Foresight: Working with trends and foresight (Prof. Dr. Caroline V. Rudzinska)
3	Real Case Challenge <ul style="list-style-type: none"> Assignment: Creating a future scenario. How to envision the Future?
	Theoretical Input <ul style="list-style-type: none"> Global service strategies
4	Real Case Challenge <ul style="list-style-type: none"> Characteristics of service businesses: Professional services, digital services and platforms (Prof. Dr. Matthias Tomenendal)
	Theoretical Input <ul style="list-style-type: none"> Identifying a great business opportunity. Working with a future persona, future customer journey and the Value Proposition Canvas. (Prof. Dr. Caroline V. Rudzinska)
5	Real Case Challenge <ul style="list-style-type: none"> Assignment: Creating a future persona, a customer journey and identifying a relevant innovation solution via the Value Proposition Canvas.

Day	
6	Theoretical Input <ul style="list-style-type: none"> The Platform Business Model Canvas Clusters and business ecosystems (Prof. Dr. Matthias Tomenendal)
	Theoretical Input <ul style="list-style-type: none"> Understanding an innovation idea via Design Thinking (Prof. Dr. Caroline V. Rudzinska)
7	Real Case Challenge <ul style="list-style-type: none"> Assignment: Prototyping a business idea, testing, evaluation and adapting it.
	Theoretical Input <ul style="list-style-type: none"> Case discussion: How Alibaba developed by leveraging Digital Business Ecosystems
8	Real Case Challenge <ul style="list-style-type: none"> Virtual study visit to the Innovation Region of Lusatia: Regional Service Innovation in Times of Digitalization and Decarbonization (Prof. Dr. Matthias Tomenendal)
	Theoretical Input <ul style="list-style-type: none"> How to sell your business idea! (Prof. Dr. Caroline V. Rudzinska)
9	Real Case Challenge <ul style="list-style-type: none"> Assignment: Finalization of a convincing presentation of the innovation solution for the business client.
	Theoretical Input <ul style="list-style-type: none"> Innovation Pitch Session: Final Pitch Session in front of the client. (Prof. Dr. Matthias Tomenendal & Prof. Dr. Caroline V. Rudzinska)
10	

