

HWR Berlin Winter School 2022

Innovation and Platform Strategies in the Service Industry (online)

Overview

Discover the platform strategies of the most valuable service companies in the world, and learn why traditional service companies need to innovate in order to compete. This course will explore the challenges faced by service providers in the increasingly changing global environment and in light of technological developments.

Dates

3 – 7 virtual Reading Week
10 – 21 Online Classes

Course Content

- Innovation management & strategic foresight
- Platform strategies & design thinking
- Real case challenge with a business partner

The course programme also includes:

- Virtual Study visits to companies
- Module on German culture and society from an intercultural perspective

Course Language

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

Prerequisites

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

Number of Participants

20–25

Course Fees

€ 730

This includes tuition and programme fees, virtual study visit, virtual culture programme, certificate including transcript of records.

Credits

Equivalent to an on-site programme of 150 hours workload / 6 ECTS credits include

- 40 contact hours business course
- 10 contact hours German culture and society
- Reading Week incl. monitored self-tests
- Excursions and company visits
- Optional extra credit on request

Culture Programme

The winter school team offers participants virtual cultural and social events.

Registration Deadline

- 15 November 2021

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 V. Rudzinska, Prof. Dr. Gert Bruche

Week 1

Virtual Reading Week

The virtual reading week aims at sensitizing the participants to fundamental concepts of strategic and innovation management. Moreover, students will develop a basic understanding of platform strategies and customer-focused prototyping and business model design. Altogether, students will be asked to study papers and answer associated questions (monitored self-tests).

Weeks 2–3: Cultural Module

German Culture and Society: Intercultural Perspectives

- Students will be exposed to various aspects of German culture and society through virtual site visits and reflective papers
- The reflective papers (one per study week) should be related to an aspect of German culture and society

Week 2-3

Online Programme

Students will gain insights into innovation and platform strategies in the service industry. Theoretical concepts are taught alongside cases from literature and class exercises. 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.

Day	
1	<ul style="list-style-type: none">• Fundamentals of strategic management and innovation management• Briefing on case challenge by company partner as a real client
2	<ul style="list-style-type: none">• Strategic Foresight: Working with trends & foresight
3	<ul style="list-style-type: none">• Characteristics of service businesses: Professional services, digital services, platforms and ecosystems
4	<ul style="list-style-type: none">• Identifying a great business opportunity• Working with a future persona, future customer journey and the Value Proposition Canvas
5	<ul style="list-style-type: none">• Platform Strategies I: Basic platform economics and platform strategies
6	<ul style="list-style-type: none">• Understanding an innovation idea via Design Thinking
7	<ul style="list-style-type: none">• Platform Strategies II: Regulating platforms (European perspective)
8	<ul style="list-style-type: none">• Study Visit to the EUREF Campus Berlin
9	<ul style="list-style-type: none">• How to sell your business idea!
10	<ul style="list-style-type: none">• Innovation Pitch Session in front of the client

* Course content/lecturers may be subject to change