

1	Module name MIM-57177	Understanding and Mastering Case Studies in Technology and Entrepreneurship	5 ECTS
2	Courses/lectures	S: Understanding and Mastering Case Studies in Technology and Entrepreneurship (2 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Bican und Mitarbeitende	
4	Module coordinator	Prof. Dr. Bican	
5	Contents	<p>Preparing students for managerial careers and real-world situations provides challenging. One way to simulate real-world situations and to deep-dive in realistic problem scenarios is via case studies. The case study method is the most widely used method in academia for researchers interested in qualitative research.</p> <p>Case studies are in-depth studies of a person, group, organization, place, or event that allow the exploration and understanding of complex issues. In a case study, a real-time phenomenon is explored within its naturally occurring context, with the consideration that context will create a difference. Case studies are used to test new theories or ideas, or they can be utilized to improve on existing ideas and theories. Case studies are present in almost all fields of study, but are particularly prevalent in business, psychology, or sociology.</p> <p>In this course, students will learn to craft their own case studies and accompanying teaching notes. They will also learn how to use the case study in classroom and workplace, as well as other fields that successfully apply case studies.</p>	
6	Learning objectives and skills	<p>The students</p> <ul style="list-style-type: none"> • capture the concepts of case studies and recognize the relevance for teaching and practice • understand typical formal and technical aspects of case studies in the field of business and technology management • gain an in-depth understanding on the balance between story and rigorous, scientific content • analyze case studies for strengths and weaknesses • apply techniques to successfully draft and complete their own case study and teaching note. 	
7	Recommended prerequisites	<p>Interest in technology and innovation management.</p> <p>The course is limited to 25 students. To ensure interdisciplinary teams, there might be restrictions for students of specific fields of studies.</p> <p>Registration for the seminar is only possible at the information meeting. Location and date for the meeting will be announced via UnivIS and the website of the Chair, as well as further details for the application process.</p>	
8	Integration in curriculum	2nd Semester or later	
9	Module compatibility	<p>Master Management: elective course (Vertiefungsbereich)</p> <ul style="list-style-type: none"> - Master IBS: elective courses (Wahlbereich): Europe Master Wirtschaftsingenieurwesen 	

10	Method of examination	Written assignment
11	Grading procedure	Written assignment (100%)
12	Module frequency	Each semester
13	Workload	Attendance: 30 h Self-study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	English
16	(Recommended) reading	<p>Johannes Tiemer, Carsten Guderian, and Peter M. Bican, "HKS-Dessous: A Main Street Retail Entrepreneur Handling Digital Change", IVEY Publications, 2017, https://www.iveycases.com/ProductView.aspx?id=85977></p> <p>Carsten Guderian and Peter M. Bican, "Martin Bauer Group: Corporate Social Responsibility with EinDollarBrille", IVEY Publications, 2016, <https://www.iveycases.com/ProductView.aspx?id=77562></p> <p>Peter M. Bican and Quynh Nhu Truong, "Bayer in India: Intellectual Property Expropriation?," ISB-IVEY Publications, 2014, <https://www.iveycases.com/ProductView.aspx?id=62082></p> <p>Additional reading material will be provided upon start.</p>