Module label: Business Organizations and Cultural Change in Society
Module code: wir827
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master's Programme Business Administration, Economics and Law > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law > Schwerpunkt "Management, Entrepreneurship, Controlling" (ManECo)
- Master's Programme Business Informatics > Module der Wirtschafts- und Rechtswissenschaften (Master)

Contact person:
- Module responsibility
  - Jörn Hoppmann
- Authorized examiners
  - Die im Modul Lehrenden

Entry requirements:
The students...
- Have an overview of the most important societal trends, such as digitization, globalization, demographic change, gender equality, income inequality, and resource depletion
- Know important theoretical approaches that help understand societal change from a firm perspective
- Are able to analyze societal trends and critically evaluate their pros and cons
- Understand the impact of societal change on businesses as well as the role of businesses as drivers of societal change
- Are able to derive recommendations for firms and policy makers based on a thorough analysis of trends

Module contents:
The course centers on the questions of how societal change affects firms and how firms, in turn, contribute to societal change. Toward this end, the first part of the course introduces several important theoretical approaches that help understand societal change from a business perspective, such as Institutional Entrepreneurship or Corporate Political Activity. In addition, students will get to know tools firms use to analyze societal trends. In the second part of the course, students will then form groups to analyze the dynamics, drivers, and consequences of important societal trends with a focus on the role of and implications for firms. Trends, which will be covered in this context, are digitization, automation, mediatization, connectivity, globalization, urbanization, individualism, democratization, social inclusion, gender equality, commercialism, privatization, materialism, income inequality, demographic change, climate change, and resource depletion. The results of the analysis will be presented in class, discussed with the other students, and summarized in a seminar thesis.

The main goal of the course is to allow students to derive strategic recommendations for managers and policy makers based on a sound analysis of societal developments.

Reader’s advisory:

Links:
Language of instruction: German
Duration (semesters): 1 Semester
Module frequency: Jährlich
Module capacity: Unlimited
Module level: BC (Basiscurriculum / Base curriculum)
Moduleart: Je nach Studiengang Pflicht oder Wahlpflicht

Lern-Lehrform / Type of program
Vorkenntnisse / Previous knowledge

Examination Time of examination Type of examination
Final exam of module Thesis to be handed in at the end of semester Thesis
Course type Seminar
SWS 4.00
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<td>Workload attendance</td>
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