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## wir827 - Business and Societal Change

Module label	Business and Societal Change		
Modulkürzel	wir827		
Credit points	6.0 KP		
Workload	180 h		
Verwendbarkeit des Moduls			
Zuständige Personen	<ul style="list-style-type: none"><li>• Lehrenden, Die im Modul (Prüfungsberechtigt)</li><li>• Hoppmann, Jörn (module responsibility)</li></ul>		
Prerequisites			
Skills to be acquired in this module	<p>The students...</p> <ul style="list-style-type: none"><li>- Have an overview of the most important societal trends, such as digitization, globalization, demographic change, gender equality, income inequality, and resource depletion</li><li>- Know important theoretical approaches that help understand societal change from a firm perspective</li><li>- Are able to analyze societal trends and critically evaluate their pros and cons</li><li>- Understand the impact of societal change on businesses as well as the role of businesses as drivers of societal change</li><li>- Are able to derive recommendations for firms and policy makers based on a thorough analysis of trends</li></ul> <p>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.</p>		
Module contents			
Literatureempfehlungen	<p>Battilana, J., Leca, B., &amp; Boxenbaum, E. (2009). How actors change institutions: Towards a theory of institutional entrepreneurship. <i>Academy of Management Annals</i>, 3(1), 65-107.</p> <p>Hillman, A. J., Keim, G. D., &amp; Schuler, D. (2004). Corporate political activity: A review and research agenda. <i>Journal of Management</i>, 30(6), 837-857.</p> <p>Loebbecke, C., &amp; Picot, A. (2015). Reflections on societal and business model transformation arising from digitization and big data analytics: A research agenda. <i>The Journal of Strategic Information Systems</i>, 24(3), 149-157.</p> <p>Richins, M. L., &amp; Dawson, S. (1992). A consumer values orientation for materialism and its measurement: Scale development and validation. <i>Journal of Consumer Research</i>, 19(3), 303-316.</p>		
Links			
Language of instruction	German		
Duration (semesters)	1 Semester		
Module frequency	jährlich		
Module capacity	unlimited		
Type of module	je nach Studiengang Pflicht oder Wahlpflicht		
Module level	BC (Basiscurriculum / Base curriculum)		
Examination	Prüfungszeiten	Type of examination	
Final exam of module	Thesis to be handed in at the end of semester	Thesis	
Lehrveranstaltungsform	Seminar		
SWS	4		

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Frequency

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