Module Nr. | 221
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Title | Corporate Leadership and Innovation

Applicability

Module type | obligatory

Language of Instruction | English

Teaching Methods | Seminar

Frequency of offer | Weekly

Semester | 5th Semester

SWS | 4

ECTS-Credits | 5

Workload | 60 / 30 / 40 / 20

Corresponding Courses

| 222 International Strategy and Sales Management |

Prerequisites | None

Assessment Method | Assignment (StA)

Exam aids to be used | None

Responsibility for the course | Prof. Dr. Thomas Peisl

Lecturer(s) | Prof. Dr. Paul Sudnik / Prof. Dr. Dominik Hammer / Prof. Dr. Thomas Peisl

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**Learning outcomes / skills:**

Students can identify the principal factors underlying corporate leadership with particular focus on innovation, recognise the various global challenges faced by managers and leaders today, and give examples of organizations dealing with the various challenges of businesses globally. Once completed this module students will:

- Demonstrate a critical understanding of the complex nature of the global business development environment and how the social, economic and political factors have influenced, and continue to influence, global business and especially innovations.
- Develop a sound understanding of the major theories of leadership and innovation.
- Be aware of the role of markets, resources and institutions and their interaction with innovation.
- Evaluate and apply learned concepts and theories.

**Contents:**

The module is designed to develop an in-depth knowledge and understanding of the major leadership and innovation issues businesses are confronted with when developing and operating in global markets. It is devoted to the theoretical and applied aspects of corporate leadership. A special focus is put to innovation procedures, models and processes. It introduces key theories of international leadership, including the determinants and the impact of leadership models. Business environmental issues such as business ethics in the global leadership context are also discussed. The theoretical understanding is illustrated and examined by reference to the examples of countries, international institutions, industries and companies.

- **The Changing Nature of the Business Environment:**
  - Introduction to the leadership theory
  - Introduction to the innovation theory
  - The regional, national and international business environment

- **The Key Dimensions of the Business Environment**
  - Business models in contrasting cultures
  - Markets, competition and regulation
  - Technological change
  - International risk

- **The Geopolitical Context**
  - Towards a new Europe
  - Contrasting developments in the Americas
  - Asia’s economic potential
  - Africa’s struggle for reform
Deployed methods of business administration:

- **Models and Methods of analytics (research- and analytic models):**
  Content discussion and delivery follows a case-based research philosophy. Cases will be used to support student learning.

- **Quantitative-empirical methods (comparative – statistic, mathematic methods, data analyses):**
  In selected cases qualitative, inductive theory will be used to display the critical deficits in using (historical) data only.

- **Qualitative-interpretative methods (expert interview, surveys, standardized inquiry):**
  Current research findings will be continuously used in class to provide frameworks and content focus.

Methods of Teaching and Learning:

The context of international management issues will be covered and discussed through lectures, note sets, and readings – and your knowledge will be assessed through participation and two assignments. Assigned readings will be the responsibility of the student and may not be part of the classroom lectures. Students are expected to have read the class text assignments and be prepared to make quality comments during class discussions.

Students will be assigned to teams, with case assignment, for analysis and class presentation. Students not responsible for case presentation on that specific day will be expected to have analyzed the case and be prepared to ask questions.

The assignment (2,500 words and an appendix supporting your statements) will cover the perspectives of leadership and innovation. The topic will be assigned after the mid-term reflection. Students can also choose an individual company case (i.e., FT/WSJ/Economist).

Literature: