Module	**Integrative Industrial Thought**
Semester	1
Responsible	Gunnar Prause, Prof. Dr. math. www.wi.hs-wismar.de/gunnar.prause
Lecturer	Gunnar Prause
Language	English
Curriculum	Core module in the degree programme Master of Business Systems
Type of teaching	Private studies according to study notes including literature research using textbooks or other sources. Workshop, case study, discussion group, application to course project. Support is given via the Learn Management System Stud.IP including information, references, or files. Various communication channels are used, including email, forum, chat, wiki-pages or online tutorials. Work-based learning by linking information technology theory with workplace environment and experience.
Workload	Focused work on the topics during the semester is required. A full-day workshop. Case study including term paper requires independent and focused attention. Approximately 110 hours self-study required.
Credit points	5
Prerequisites	The students should have bachelor knowledge in business administration, informatics and product development. Work experiences are facilitating the understanding of concepts and methods.
Module objectives	Goals: The course is intended to develop understanding of both strategic and operational issues of multi – cultural and multi – disciplinary business operations of innovative companies in network and cluster environments. On completion of the course, the students know the concepts and methods of innovation, entrepreneurship and integrative business operations as well as the applications and ways to analyse multi – cultural and multi – disciplinary concepts so that they are able to solve problems and inefficiencies in their work environment. Learning outcomes: Students are able to observe and analyse strategic and operational issues of integrated industrial activities and business operations and they are able - to understand the concepts and deal with problems that may appear in participating in global networks - to perceive interdisciplinary relations in network environments and to use that information in decision making - to choose suitable methods and technologies for solving integrative industrial problems - to analyse problems from multiple viewpoints and to present, discuss and defend their views - to further develop their team working and management skills via group work - to further acquire knowledge by studying and being able to understand higher level academic approaches of integral industrial thought.
Content	Nowadays, modern and innovative business organizations are operating in multi-cultural and multi-disciplinary environments and the value creation takes place in networks. This business context requires new knowledge and skills from the involved personal. The module tries to tackle these challenges by discussing the following topics: a. Inter-cultural aspects of business operation

	b. Inter-disciplinary and integrated value chains c. Business operations in networks and clusters d. Innovation, entrepreneurship and business models
Examination	Review of case study, oral presentation or written exam. Assessment details will be provided at the beginning of the semester.
Reading list	R. Baum; The Psychology of Entrepreneurship; Psychology Press P. Burns; Entrepreneurship and Small Business; 3rd ed.; Palgrave Macmillan Hofstede, Hofstede, Minkov; Cultures and Organizations: Software of the Mind, 3rd ed.; McGraw – Hill G. Meier zu Köcker, Clusters in Germany; Institute for Innovation and Technology, Berlin, access: http://www.iit-berlin.de/en/publications/clusters-in-germany-1 OECD; Regions and Innovation – Collaborating across Borders; Paris; access: http://www.oecd.org/innovation/regions-and-innovation-collaborating-across-borders.htm A. Osterwalder; Y. Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers; Wiley H.-P. Wiendahl, S. Lutz; Production in Networks; CIRP Annals - Manufacturing Technology, Volume 51, Issue 2, 2002, Pages 573–586
Notes	Topics are related to business culture, innovation, entrepreneurship, network and cluster.