Collaboration in B2B value networks – use of laboratory experience for transfer to practice partners

Module no.	Credits	Workload	Term	Frequency	Duration
074335	5 CP	150 h	x Sem.	Each semester	1 Semester

Courses	Contact hrs	Self-Study	Group size
a) Summer School	a) 80 SWS	a) 70 h	36 students

Dates

a) Summer School:

Wed. 09.09. - Fr. 11.09.2020, 9 am - 5 pm each and Mon. 14.09. - Wed. 16.09.2020, 9 am - 5 pm each

Language	Prerequisites
English	Bachelor-Degree Command of English language

Registration

Application via E-Mail. Please register for the examination via FlexNow within the deadlines announced by the examination office.

Specialisations / Classifications

Program Economic Policy Consulting MSc.			
	Compulsory Module(20 ECTS)		Environmental, Resource and Energy Economics
	Quantitative Methods		Microeconomic Theory and Applications
	Regional, International and Development Economics		Elective module

Program Management and Economics MSc.			
	Accounting & Auditing		Production management
x	Entrepreneurship, Innovation & Transformation		Development Economics
	Banking & Finance		Statistics & Econometrics
	Governance Systems		National Security Economics
	Business Taxation		Theoretical & Applied Microeconomics
	International Finance		Energy and Environmental Economics
	Controlling		General Economics
	Marketing & Sales	x	General Management
	Data Science & Quantitative Analysis		

Program Finance, Accounting, Auditing, Controlling, & Taxation MSc.			
	Finance		Controlling
	Accounting		Taxation
	Auditing		

Program Sales Management MSc.			
	Compulsory module (45 ECTS)	x	Elective module (max. 20 ECTS)
	Compulsory elective (min. 15 ECTS)		

Learning outcomes

Students should acquire the following competences:

- Understanding collaboration among startups and companies as a challenge in B2B value creation networks.
- Exploring and understanding adaptive abilities of companies as a key skill for coping with structural and cultural differences.
- Developing and enhancing collaborative competencies with the help of simulation experiences in the Collaboration Space.
- Developing an awareness for necessary collaborative behaviour patterns by reflecting and translating them into action routines.
- Being able to explain and assess practical challenges of collaboration based on the exchange with tandems from B2B start-ups using theoretical concepts and instruments of field exploration.
- Developing solutions for and with representatives from practice by reflecting upon divergent requirements of value creation patterns.
- Derive routines of action in the value creation network and transfer them to external actors.

Content

Adaptive capabilities are essential for a successful collaboration in B2B value creation networks among start-ups and established companies. B2B startups aim for success of their foundation and established companies aim to secure their innovative abilities. In scientific terms a space in which it is decided whether and how companies succeed in bridging structural and cultural differences in order to establish collaboration is referred to as *adaptive space*. In the course of the module, students explore the collaborative challenges in B2B value creation networks and develop collaborative skills on an individual, team and organizational level. Initially, structural challenges and aspects of value creation among start-ups and established companies, adaptive skills and required competencies for collaborations in B2B value creation networks are discussed on a theoretical basis. This knowledge is enriched through simulation experiences in the learning laboratory "Collaboration Space". Through this learning laboratory and its simulations scenarios, collaborative skills will be experienced as meta-competence on individual and team level. By reflecting on this experience using video materials, the students derive principles of action and collaboration in order to develop their sensitivity and understanding for challenges in the context of collaborations. Students will explore challenges of collaboration based upon specific cooperative interests from practitioners within the subsequent practical exchanges with B2B start-ups and established companies. Different industry sectors, including chemicals and mechanical engineering, are the main focus. Students combine their laboratory and practical experience and bundle it into context-specific recommendations for action.

Teaching methods

Self-study, exchange and cooperation with partners in practice for project work, simulation sessions in the "Collaboration Space", reflection units, project-oriented work in small groups, practical activities, presentation

Mode of assessment

The final examination is composed as a pitch presentation. It is possible to complete the module with 10 CP with an additional assignment and a preparatory participation in the subsequent course. In that case, students will receive two distinct grades.

Requirement for the award of credit points

Creditpoints will be assigned if the final examination is passed successfully.

Weight of the mark for the final score (based on a required coursework of 120 ECTS)

Module coordinator and lecturer(s)

Prof. Dr. Uta Wilkens, Prof. Dr. Kristina Tschulik & Murat Keskin

Learning material and relevant literature

- Arena, M. J., & Uhl-Bien, M. (2016). Complexity Leadership Theory: Shifting from Human Capital to Social Capital. People and Strategy, 39(2), 22-27.
- Ketchen, D. J., Ireland, R. D., & Snow, C. C.(2007). Strategic Entrepreneurship, Collaborative Innovation, and Wealth Creation. Strategic Entrepreneurship Journal, 1 (3-4), 371-385.
- Powell, W. W., Koput, K. W., & Smith-Doerr, L. (1996). Interorganizational Collaboration and the Locus of Innovation: Networks of Learning in Biotechnology. Administrative Science Quarterly, 116-145.
- Schindehuette, M., Morris, M. H. (2009). Advancing Strategic Entrepreneurship Research: The Role of Complexity Science in Shifting the Paradigm. Entrepreneurship Theory and Practice, 33(1), 241-276.

A comprehensive, updated list of references is provided within the scope of the seminar.

Practice Partners

The collaboration will take place jointly with the corresponding partners from practice (representatives from start-ups and commercial enterprises).

Further information

None