MADBM-TTO - Technology Trends in Organisations

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Allgemeine Informationen	
Modulkürzel oder Nummer	MADBM-TTO
Eindeutige Bezeichnung	TechTrendsOr-01-MA-M
Modulverantwortlich(e)	Prof. Dr. Kürtz, Klaas Ole (klaas.o.kuertz@haw-kiel.de)
Lehrperson(en)	Prof. Dr. Wocken, Meike (meike.wocken@haw-kiel.de)
Wird angeboten zum	Wintersemester 2026/27
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel jedes Semester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Nein

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)

Studiengang: M.A. - DBM - Digital Business Management (Aufnahme ab WiSe 25/26)
Modulart: Pflichtmodul
Fachsemester: 2

Kompetenzen / Lernergebnisse

Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.

The students
- are familiar with basic trends in the field of technology as well as the management of technologies and innovation,
- are familiar with the risks and potentials of technological trends based on their own experiences, observations supplemented by literature reviews, scientific research and professional exchange with experts, thought leaders, researchers and/or practitioners in this field.

The students
- can precisely analyze and understand a technology, a technological trend, or a trend in the field of technology management,
- can competently present, explain with reference to practice, and evaluate the risks and benefits of technological trends for companies in a comparative manner,
- can derive implications for organizations, including options for action for managers and decision-makers in organizations,
- can outline goal-oriented and practical solutions for the use of technological trends and the necessary organizational change or development.

The students will be able to - conduct their own critical evaluation and reflection on the technology, its opportunities and risks, and develop a well-founded assessment; - outline goal-oriented and practical solutions for utilizing technological trends and the necessary organizational change or development; - develop their presentation and teamwork skills through the use of visualization, presentation, and communication techniques.
The students - can identify relevant research questions, - can think holistically and cross-disciplinarily in networked and highly dynamic organizational contexts, - develop design competence for future-oriented technology and/or organizational development.

Angaben zum Inhalt

Lehrinhalte	1. Which technologies, tools, techniques, or approaches are currently perceived as trends, modern, innovative, or disruptive? 2. How can these trends be effectively implemented within an organization or organizations—i.e., under what conditions, what is the benefit/risk assessment? 3. What challenges must be overcome during the corresponding change processes? What skills are required of employees and managers? How can these skills be taught and acquired? Important note: This course content is strongly dependant on current developments and new technologies in each semester. #technologytrends #innovation #changemanagement #leadership #futureskills
Literatur	Sources depend on the specific seminar topics; independent literature research is a learning objective for students. For an introduction to the topic, here is a selection of examples: Bernard Marr: Tech Trends in Practice – The 25 Technologies that are Driving the 4th Industrial Revolution; Wiley, 2021 Alexander Osterwalder, Yves Pigneur, Fred Etiemble, Alan Smith: The Invincible Company – So schaffen Sie eine Kultur der Innovation und Transformation, die Ihr Unternehmen unbesiegbar macht; Campus, 2020 Joe Tidd, John R. Bessant: Managing Innovation – Integrating Technological, Market and Organizational Change; Wiley & Sons, 2020 Latest reports on technology trends, e.g., McKinsey & Company's annual "Technology Trends Outlook", e.g., https://www.mckinsey.com/capabilities/tech-and-ai/our-insights/the-top-trends-in-tech

Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Lehrvortrag	1
Seminar	1

Arbeitsaufwand

Anzahl der SWS	2 SWS

Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	24 Stunden
Selbststudium	126 Stunden

Modulprüfungsleistung	
Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
MADBM-TTO - Portfolioprüfung	Prüfungsform: Portfolioprüfung Gewichtung: 100% wird angerechnet gem. § 11 Absatz 2 PVO: Nein Benotet: Ja Anmerkung: Presentation as part of the seminar, for which presentation slides (potentially including a short demo) and an accompanying research paper are to be created.

Sonstiges	
Sonstiges	Based on the presented trends, students will select one of the trends (in collaboration with the professor) and conduct a scientifically sound and thorough analysis of its technical background, potential use (e.g., benefits and risks), as well as a nuanced personal assessment. Critical reflection and original ideas for the further development of the selected trend are highly encouraged. Note: Specific examination requirements, module requirements, and topic selection will be explained and agreed upon with the participants during the first session. The module was first offered in the winter semester of 2025/2026 as a successor to the module "Work and organizational forms of the future". // Die Veranstaltung wurde erstmal zum Wintersemester 2025/2026 angeboten als Nachfolge für das Modul "Arbeits- und Organisationsformen der Zukunft".