HAW Kiel
Hochschule für Angewandte Wissenschaften Kiel
Kiel University of Applied Sciences

# MADBM-TTO - Technology Trends in Organisations

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| General information | |
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| **Module Code** | MADBM-TTO |
| **Unique Identifier** | TechTrendsOr-01-MA-M |
| **Module Leader(s)** | Prof. Dr. Kürtz, Klaas Ole (klaas.o.kuertz@haw-kiel.de) |
| **Lecturer(s)** | Prof. Dr. Wocken, Meike (meike.wocken@haw-kiel.de) |
| **Offered in Semester** | Wintersemester 2026/27 |
| **Module duration** | 1 Semester |
| **Occurrence frequency** | Regular |
| **Module occurrence** | In der Regel jedes Semester |
| **Language** | Englisch |
| **Recommended for international students** | Yes |
| **Can be attended with different study programme** | No |

## Curricular relevance (according to examination regulations)

Study Subject: M.A. - DBM - Digital Business Management (Aufnahme ab WiSe 25/26)
Module type: Pflichtmodul
Semester: 2

## Qualification outcome

*Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.*

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.

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| The students<br>- can identify relevant research questions,<br>- can think holistically and cross-disciplinarily in networked and highly dynamic organizational contexts,<br>- develop design competence for future-oriented technology and/or organizational development. |

| **Content information** | |
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| **Content** | 1. Which technologies, tools, techniques, or approaches are currently perceived as trends, modern, innovative, or disruptive?<br><br>2. How can these trends be effectively implemented within an organization or organizations—i.e., under what conditions, what is the benefit/risk assessment?<br><br>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?<br><br>Important note: This course content is strongly dependant on current developments and new technologies in each semester.<br><br>#technologytrends #innovation #changemanagement #leadership #futureskills |
| **Literature** | 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:<br><br>Bernard Marr: Tech Trends in Practice – The 25 Technologies that are Driving the 4th Industrial Revolution; Wiley, 2021<br><br>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<br><br>Joe Tidd, John R. Bessant: Managing Innovation – Integrating Technological, Market and Organizational Change; Wiley & Sons, 2020<br><br>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 |

| **Teaching formats of the courses** | |
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| **Teaching format** | **SWS** |
| Lehrvortrag | 1 |
| Seminar | 1 |

| **Workload** | |
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| **Number of SWS** | 2 SWS |
| **Credits** | 5,00 Credits |
| **Contact hours** | 24 Hours |
| **Self study** | 126 Hours |

| Module Examination | |
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| **Examination prerequisites according to exam regulations** | None |
| **MADBM-TTO - Portfolioprüfung** | Method of Examination: Portfolioprüfung<br>Weighting: 100%<br>wird angerechnet gem. § 11 Absatz 2 PVO: No<br>Graded: Yes<br>Remark: Presentation as part of the seminar, for which presentation slides (potentially including a short demo) and an accompanying research paper are to be created. |

| Miscellaneous | |
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| **Miscellaneous** | 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.<br><br>Note: Specific examination requirements, module requirements, and topic selection will be explained and agreed upon with the participants during the first session.<br><br>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". |