

Veranstalter	Annette Deutschendorf
Thema	Disruptive Innovations
Art der Veranstaltung	Business/Vocational English B [LAA17, IAA34]
Veranstaltungsnummer	53-637
Zeit	2st. Di 14-16
Raum	online via Agora and MS Teams
Beginn	06. April 2021

Course description:

Have you ever wondered why several once successful companies were overtaken by rivals and newcomers within a few years?

Sometimes their only mistake was to do what they always did, but too well and for too long. They commissioned expensive market research, explored consumers' needs and kept improving their products accordingly. They realized too late that a rival was ready to change the whole industry with a new technology or a new type of product that looked insignificant at first. These are what Harvard Business School professor Clayton Christensen calls 'disruptive innovations.'

We are going to start the seminar by exploring his theory of disruptive innovations. Each student will then give a talk on a disruptive innovation, ideally related to the presenter's professional background. Topics will be discussed at the beginning of term and you are welcome to suggest a topic you would like to research and present. For example, presentations in the past focused on game-changing innovations like 3-D printing, contact lenses or electronic payments.

Some information on the format of the presentations: Internet connections may not always be reliable enough concerning the bandwidth needed for live presentations. You will be asked to prepare and upload a PowerPoint presentation with your own audio commentary instead. I will provide tutorials that show you how to do so. This solution worked well for past courses.

In the sessions not taken up by presentations, we will explore selected language topics in more depth or do activities designed to help you to hone your essay writing skills as well as work on your language correctness.

Reading assignments and short writing tasks will be set as homework.

The seminar is mainly aimed at students of "Lehramt Berufliche Schulen" with English as a subject and at IAA students who wish to work on their business English skills. CEFR level: B2+/C1-

Course requirements:

- Taking Business/Vocational English A before this course is strongly recommended – the B-course is more difficult and also graded.
- presentation + handout (graded, 50 % of final grade), handout to be handed in before the presentation
- regular attendance and active participation (discussions, homework)
- end-of-term essay (1800-2000 words, 50 % of final grade)
- you need to pass both the presentation and the essay to complete the course successfully

Sprechstunde während der Vorlesungszeit:	Siehe IAA website
Sprechstunden während der vorlesungsfreien Zeit:	Nach Vereinbarung per e-mail

