

Veranstalter	Annette Deutschendorf
Thema	Disruptive Innovations
Art der Veranstaltung	Business/Vocational English B [LAA17, IAA34]
Veranstaltungsnummer	53-637
Zeit	2st. Di 14-16
Raum	siehe Eintrag in Stine
Beginn	4. April 2023

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 streaming services.

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

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

This class is aimed at students of "Lehramt Berufliche Schulen" with English as a subject. Erasmus students with an interest in business/technology are welcome. Please note that the expected CEFR level for this course is 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