

<b>Veranstalter</b>	<b>Annette Deutschendorf</b>
<b>Thema</b>	<b>Disruptive Innovations</b>
<b>Art der Veranstaltung</b>	<b>Wirtschaftsenglisch B [ENG-16, LAA17, AA-W, AA-WB]</b>
<b>Veranstaltungsnummer</b>	<b>53-637</b>
<b>Zeit</b>	<b>2st. Di 14-16</b>
<b>Raum</b>	<b>Phil 1250</b>
<b>Beginn</b>	<b>4. April 2017</b>

### **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 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 presentation team (or individual presenters) will then give a talk on a disruptive innovation, relating to the presenter's professional background if possible. 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. Presentations will be videotaped to enable you to benefit even more from our feedback.

In the sessions not taken up by presentations, we will explore some language topics in more depth or do activities designed to help you expand your vocabulary 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.*

*Participants from other departments with good language skills and an interest in the topic are welcome. You should have, for example, completed "Englisch/erhöhtes Niveau" at school with good or excellent results.*

### **Course requirements:**

- You passed Business/Vocational English A.
- presentation + handout (graded), handout to be handed in before the presentation
- regular attendance and active participation (discussions, homework)
- end-of-term essay (1800-2000 words)

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

