

Veranstalter	Annette Deutschendorf
Thema	Disruptive Innovations
Art der Veranstaltung	Wirtschaftsenglisch C [ENG-16]
Veranstaltungsnummer	53-640
Zeit	2st. Mi 10-12
Raum	Phil 701
Beginn	15. Oktober 2014

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 previous course 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 aimed at students of "Lehramt Oberstufe Berufliche Schulen" with English as a subject.

Course requirements:

- You passed Wirtschaftsenglisch A and B.
- presentation + handout (graded), handout to be handed in before the presentation
- regular attendance and active participation (discussions, homework)
- end-of-term exam or essay (4-6 pages)

Sprechstunde während der Vorlesungszeit:	Montags 16-17 Uhr, Phil 1151
Sprechstunden während der vorlesungsfreien Zeit:	Nach Vereinbarung per e-mail