



# **MANAGING A TECH-COMPANY**

## **[Current Topic]**

### **COURSE OUTLINE AND READING LIST**

**PROF. DR. THOMAS WITTKOP**

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**TIME** Research Area | Service and Technology Marketing  
(STM)

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OCTOBER 2019

## 1 COURSE OVERVIEW

Course Name:	Managing a Tech-Company [Current Topic]
Degree Programmes:	<ol style="list-style-type: none"> <li>1. M.Sc. BWL (PO 2013): Spezieller Wahlpflichtbereich: Vertiefung in Innovation, Entrepreneurship and Marketing</li> <li>2. M.Sc. WiWi (PO 2014): Vertiefungsbereich: Innovation, Entrepreneurship and Marketing</li> <li>3. M.Sc. WiIng (PO 2015): Spezieller Wahlpflichtbereich: Vertiefung in Innovation, Entrepreneurship and Marketing</li> </ol>
Lecturer:	Prof. Dr. Thomas Wittkop
Contact:	Alexander Kies ( <a href="mailto:kies@time.rwth-aachen.de">kies@time.rwth-aachen.de</a> )
Location and Time:	Refer to <i>Course Organization</i>
Content Description:	The course combines theoretical concepts of strategic management and marketing and its practical application within a simulation game. Groups of students start a new company or a marketing division that enters the microcomputer business. They serve as the company's or division's executive team. They analyze market research data, devise an overall business strategy and then make a set of strategic and tactical decisions with the goal to become profitable and to be the best competitor in the industry. The market they serve is competitive and fast-paced, the customers are demanding and the competition is working hard to increase their market share.
Qualification Objectives:	The course aims at teaching theoretical concepts and instruments of strategic management (e.g. SWOT analysis, competitive mapping, or portfolio analysis). Additionally, the simulation game should provide the transfer of these fundamentals into a practical application. Students will be given the opportunity to utilize their skills within an interactive, competitive environment. Moreover, students have to develop distinct social skills, as they have to decide future steps as a team.
Course Examination:	Paper (50%, graded) & presentation (50%, graded)
Participation Requirements:	<ol style="list-style-type: none"> <li>1. Profound English language skills</li> <li>2. Module with special didactic requirements according to §8 attendance</li> <li>3. Compact Seminar</li> </ol>
Group Size:	15 participants (max)

Language:	English
Credits:	5

## 2 COURSE ORGANISATION

In addition to the management/marketing simulation, selected topics of strategic management and an introduction to the user interface and the workings of the simulation software are conveyed. Information and materials of the course are communicated via RWTHONLINE and MOODLE.

**NOTE:** The date of the final presentation may change during the semester, but it will be finalized as soon as possible.

Date	Content
18.10.2019 12:00 - 18:00 Kackertstr. 7 B201	Introduction to the Software, selected topic of strategic management <b>(attendance required)</b>
22.11.2018 12:00 - 18:00 Kackertstr. 7 B201	Selected topic of strategic management, Simulation Management <b>(attendance required)</b>
18.12.2018 10:00 - 16:30 Kackertstr. 7 B201	Selected topic of strategic management, Simulation Management <b>(attendance required)</b>
10.01.2020 tba	Coaching Session via Adobe Connect <b>(voluntary, on demand)</b>
24.01.2020 12:00 – 18:00 Kackertstr. 7 B201	Poster Presentation <b>(attendance required)</b>

In addition to these attendance meetings, the accompanying simulation game will be divided into weekly decision-making sessions. The following table shows the decision due dates **(subject to change)**:

Datum	#
29.10.2019	0 (trial round)
05.11.2019	1
12.11.2019	2
19.11.2019	3
26.11.2019	4
03.12.2019	5
10.12.2019	6
17.12.2019	7
07.01.2020	8
14.01.2020	9

**We hope you will enjoy the course and look forward to working with you!**