

# LEA D C O U R S E D E M O N S T R A T I O N

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A N D R E A C A R U G A T I  
N I K O L A U S O B W E G E S E R

# PRESENTATION 0 VERVIEW

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# FORMATI

- > We offer 1 day intensive courses for practitioners on identified topics
- > Each participant can pick 2 out of 5 topics that they are interested in
- > The modules are separated, i.e. there is no interaction in terms of content and no prior knowledge required



# FOR A T II

- > The instructors will be the regional university teachers or external lecturers/experts in the respective fields (not decided yet)
- > The course will be designed as a mix of the traditional learning blocks mixed with highly interactive, "hands-on" blocks (case-analysis, problem solving exercises, discussion groups)
- > A focus will be put on best practice cases, so that practice is can immediately relate to the rownsituation
- > External guest speakers (of successful SMEs) will be invited to give presentations about specific topics
- > Cases will be drawn from the SME environment to make sure they are relevant

# COURSE TOPICS IDENTIFIED

Major propositions found in our interviews:

> Partner management/virtual business networks

> Social Media Marketing

> Business Analytics

> Planning / Managing for Growth

> For each topic, we prepared a “course catalog form” to describe the idea behind it

# PARTNER MANAGEMENT/VIRTUAL BUSINESS NETWORKS

> After successful completion of the course, the participants will be able to:

- > Effectively manage and improve a company's partner network
- > Analyze critical deficiencies and areas for improvement within a network
- > Identify potential risks and areas within a company's network
- > Capabilities on highly effective internal and external relationships

> Background /aim of the course

- > Most companies are strongly dependent on their business partners, especially to the high level of interconnectedness in today's business life. Nevertheless, firms often underestimate the risks of not paying attention to the network and the benefits of having a well-functioned partner management approach. The course is designed to teach about the importance, risks and benefits in partner management as well as what IS tools and techniques can be applied.

> Main topics:

- > Introduction to the main concepts: SCM, Partner Relationship Management
- > Information flow, trust, power and shared success
- > IS tools to support interaction and collaboration



# SOCIAL MEDIA TECHNOLOGIES

- > After successful completion of the course, the participants will be able to:
  - > Understand how social media may enable communication and collaboration
  - > Design social media strategy for particular organizational objectives and resources
  - > Plan responsible social media adoption taking into consideration benefits and risks
  - > Explore the potential business applications of other social media tools
  
- > Background / aim of the course:
  - > The course aims to make the participants familiar with the concepts of different social media technologies and the important applications for a business purpose. The course looks both at internal and external applications and employs a broad perspective on innovative use of social media technology.
  
- > Main topics:
  - > Main concepts in communication and collaboration
  - > Digital economy and strategy for obtaining sustainable competitive advantages
  - > Search engine optimization and marketing
  - > Case studies on specific concepts (e.g. virtual communities, reputation services, social bookmarking)



# BUSINESS ANALYTICS

- > After successful completion of the course, the participants will be able to:
- > Understand the impact of process design and data design on the functioning of an organization
- > Judge the influence of different types of (enterprise) information systems on processes and data
- > Know how to leverage internal and external data to achieve organizational objectives
- > Identify the information needs of organizational decision makers and address them through the selection and deployment of information systems

## Background / aim of the course :

- > The course will provide participants with the ability to utilize information and information technology as a asset for the management of the organization. The course will focus on the challenges related to organizational transformations that derive from, or include, an IT component. Participants will be familiarized with the methodology, processes, architecture and technologies to transform data into information and information into knowledge, enabling more effective strategic and operational insights and better decision-making.

## Main topics:

- > Information systems strategy and organizational change
- > Database and data warehousing
- > Online analytical processing and reporting
- > Predictive analytics
- > Decision support systems



# MANAGING FOR GROWTH

> After successful completion of the course, the participants will be able to:

- > Analyze the dynamic needs of a company in relation to its size and growth expectations
- > Decide on different IS strategies to support organizational growth
- > Create a scalable management model that allows growth

> Background / aim of the course:

- > The course will provide participants with the skills to understand, analyze and solve the problem that many startups and SMEs face: the yearning to grow too fast and the organizational and/or IS strategy is not able to support this process efficiently. This can result in high financial and organizational costs that endanger the success of the company.

> Main topics:

- > Risks and pitfalls for fast growing firms
- > Scalable management strategies
- > IS governance and strategy alignment

# OPEN QUESTIONS

- > Participants should be able to get a certificate?
- > ECTS points model
- > Combination with study programs (e.g. Master degree)?
- > What kind of literature (if any)?
- > How many contact hours?