RSM STAR Track Orientation Fair 2021

Information session: Track 5

Date: April 13th

Presenter: Dr. I.M. (Irma) Bogenrieder









Agenda

- 1. General information about the track
- Modules
- 3. Exams & projects
- 4. Tips & Tricks
- 5. Q&A





Join at slidocom #496 306

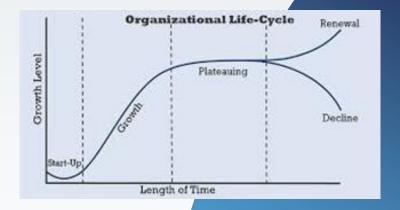






General information about Track 5

- Overall framework: organisational life cycle
 - 'Create' module 1
 - 'Grow' module 2
 - 'Change' module 3
- For whom?
 - Those who are interested in organizational dynamics
 - Those who are interested in entrepreneurial challenges
 - Those who are interested in (thought) leadership
 - Those who are interested in change









Module 1 - 'CREATE'

- 1. What makes individuals and organisations more creative? (Innovation Management)
 - Theory of creativity
 - Techniques for idea generation
 - How to select the best ideas
- 2. What are the sources of new ideas? (Marketing Management)
 - external/internal sourcing
- 3. Idea generation and social needs (Business & Society Management)

Entrepreneurship, Innovation management, Organisational Behavior





Module 2 - 'GROW'

- 1. Establishing a new firm (Strategic Entrepreneurship)
 - Organisational structure for growth
 - Funding for growth
- 2. Marketing your business (Marketing Management)
 - Business model development
 - Market-launch strategies
- 3. Extending and sustaining the business (Strategic Entrepreneurship)
 - Pursue a market-driven strategy
 - Forming strategic networks, geographical expansion
- 4. Harvesting and exit of the founders

Entrepreneurship, Financial Management, Marketing Management









Module 3 - 'CHANGE'

- 1. Change processes and models (Personnel and Organisation Management)
 - bottom-up and top-down models of change
 - Interventions during change
- 2. Business Model innovation and its constraints and drivers (Personnel and Organisation Management)
 - Resistance
 - Leadership
- 3. Societal drivers on and societal impact of Change (Business and Society Management)
 - Megatrends influencing the need for change
 - Changes and its impact on society

Organisational Behavior, HRM, OTD, Business & Society





Exams & projects (preliminary)

- Module 1:
 - Team assignment
 - Exam
- Module 2:
 - Team (field-) project
 - Individual assignment
 - Exam
- Module 3:
 - Team assignment
 - Individual assignment



Tips & Tricks

- Contacts in the field (for assignments) are advantageous
- Like hands-on exercises
- Like 'open' assignments related to practice





Q&A

- If i choose for this Track, can I still apply for all the Master programs? YES
- What professional careers are open when following this track? MANY
- How much quantitative skills do I need? BACHELOR LEVEL SUFFICIENT
- Is cooperation with a company possible for team assignments?
 YES, EVEN PREFERRED BUT THE PRACTICALITIES MUST FIT
- Can I establish my own company in this track? NOT YET
- Do I get support for my own start-up? NO





