

Consulting Case

Lecturer

r. Ulrich Schumacher

Vinzenz Krause, M.Sc.

Contact Person

Vinzenz Krause, M.Sc.

Curricular status

Wahlpflichtmodul für Schwerpunkt "Internationales Management"

Praxisprojektmodul (Wahlmodul)

Course hours and location

Kickoff Meeting: Fr. 26/04/2019, 09:00 - 12:00, NB-207

Working Session I: Fr. 03/05/2019, 09:00 - 12:00, NB-207

Working Session II: Fr. 10/05/2019, 09:00 - 12:00, NB-207

Working Session III: Fr. 24/05/2019, 09:00 - 12:00, NB-207

Interim Presentation: Fr. 29/05/2019, 13:00 - 17:00, NB-207

Working Session IV: Fr. 07/06/2019, 09:00 - 12:00, NB-207

Working Session V: Fr. 28/06/2019, 09:00 - 12:00, NB-207

Final Presentation: Fr. 05/07/2019, 09:00 - 12:00, NB-207

Project

The project based course „Consulting Case“ (held in English) will take place in cooperation with the largest Mobile Media Network Startup in Germany. Our cooperation partner for this semester is focusing on developing digital business models by using social media (Instagram, Facebook) as a key enabler and differentiator. The course offers students the opportunity to get detailed insights into the disruptive and fast changing world of digitalization and startup business as well as to develop new concepts and ideas. Within this semester, we will ask students to found their own startup and to develop new use cases and business models in the area of digitalization and

Course documents and links

[Course description](#)

[Kursunterlagen und -news \(ILIAS\)](#)

business model development that have the power to disrupt established industries. The results of this course will be discussed with Dr. Ulrich Schumacher (former CEO of the Zumtobel Group AG and former CEO of the Infineon Technologies AG) and Vinzenz Krause (CEO of the IDM – Institut für digitales Management GmbH / Research Associate at the WFI)

Restriction

Course attendance is limited

Registration

Application: until 22/04/2019, 6pm

Notification about participation by the Student is mandatory!

Please send an E-Mail to **Vinzenz.krause@ku.de**

Exam registration: WFI students have to register via Flex-Now/ku-campus within “innovative Anmeldephase”