Module: Master Seminar

Contents:
The seminar explores state-of-the-art research on the impact of information technology on strategy, competition, innovation, and markets. Exemplary topics include the business impact of generative artificial intelligence, platform strategies and business models for digital technologies, algorithmic bias on online platforms, misinformation on social media, or sustainability and green nudging in online marketplaces. Participation in the seminar enables students to independently investigate a research topic and develop a structured academic paper. Students learn essential literature research techniques, how to critically engage with existing studies, and how to position their work within a research field. The seminar also introduces students to academic writing and presentation techniques in order to develop skills for effectively communicating research findings.

Learning outcomes:
After completing this course, students..:
- ..have acquired a thorough understanding of research on a selected topic within the scope of the seminar,
- ..are able to critically engage with scientific papers in the research field by applying literature review techniques,
- ..can develop a structured academic paper to effectively communicate their findings,
- ..can defend their research findings in an academic presentation.

Prerequisites: Parallel or prior attendance of at least one 6XX-module offered by the chair.
Formal:
Recommended:

Obligatory registration: yes, the number of participants is restricted.	**Further Information on registration:** Please visit the chair's website for information on the registration process and deadlines.

Courses	Hours per week	Self-study
Seminar	2 SWS	15 SWS

ECTS in total	6 ECTS

Form of assessment	- Written seminar paper (scope depends on assigned topic): 50% of the total grade - Presentation: 30% of the total grade - Discussion: 20% of the total grade All grade components need to be passed in order to pass the module.
Preliminary course work	
Lecturer/Person in charge	Prof. Dr. Jens Förderer
Duration of module	1 semester
Offering	Spring semester and Fall semester
Language	English
Program-specific educational goals	CG1, CG4
Grade	graded

| Range of application | M.Sc. MMM, M.Sc. Bus. Inf. |