



5th NEW FRONTIERS IN FINANCE AND ACCOUNTING
23-17 OCTOBER 2017

COURSE DESCRIPTION – SYLLABUS

Course title:	
INNOVATION AND STRATEGIC MANAGEMENT – SELECTED ASPECTS	
Lecturers :	
<p>Ph.D. ATTILIA RUZZENE e: attilia.ruzzene@gmail.com WITTEN/HERDECKE UNIVERSITY</p> <p>Ph.D. GIORGOS CHRISTONAKIS e:Giorgos.Christonakis@hwr-berlin.de Berlin School of Economics & Law</p> <p>Ph.D. SILVIA PAYAN e:silvia.payan@ephec.be EPHEC Business College-University/Belgium</p>	
TEACHING HOURS 16	3 ECTS
Prerequisites – obligatory: none	
Prerequisites – recommended: management	
Stage of tertiary education: Bachelor degree	
Aim of the course:	
<p>The course aims at giving students insight into selected aspects of strategic management. The students will be familiarized with the basics of reasoning in theoretical and practical context. Further, the students will be introduced to the problem of the role of innovation in strategic management. The final note is given to the problem of business regulation. The students will learn about the reasons behind multinational regulations. The special attention is given to the regulations within the concept of corporate social responsibility, as a contemporary leading managerial trend.</p>	
Learning objectives:	
<ol style="list-style-type: none"> 1) Students understand the existence of a meta-level at which science is made the object of reflection and analysis 2) Students learn the distinction between different modes of reasoning and their relation to 	



theoretical and practical goals

- 3) Students learn to formulate evidenced judgments about Management as a body of knowledge
- 4) Students learn about the role of innovations in strategic management
- 5) Developing a sense of the risks, but also the opportunities, which result for business transactions and stakeholders from the differences between the legal systems worldwide as well as a critical understanding of the international efforts to regulate foreign investment and of the interplay between law and politics in transnational regulation processes.

Teaching & Learning Methods:

Teaching Methods (i.e. lecture, class discussion, case-study, research project):

No.	Teaching method	Description	Hours
1	Active lectures with use of multimedia techniques (multimedia presentation)	Lectures covering theoretical aspects of the subject	10
2	Case studies	solution of case studies	4
3	Class discussion	Discussions about the need for business regulation	2
Total			16

Learning Methods (i.e. textbook and handbook reading, case study analysis, presentation preparation):

No.	Learning method	Description	Hours
1	Textbook and handbook reading	Searching for needed information	40
2	Case study analysis	Searching for legal information to solve case studies	19
Total			59

Note that course is 3 ECTS. 1 ECTS = 25 hours of student work.

Contents of the course:

1. Is Management a Science or an Art?

- The Threefold Distinction: Scientific Economic, Normative Economics, and the Art of Economic Policy Making
- The Essence of Science: Theory Building
- The Essence of Art: Case-Based Reasoning
- Management in Transition: From Art to Science, and Back



2. The role of innovation in Strategic Management plus case studies analysis

3. Business regulation – with respect to common concerns

- Brief introduction to a taxonomy of regulation for multinational enterprises;
- The Human Rights and Business debate: Corporate Social Responsibility (CSR) as an initiative to bridge the related global governance gap;
- Towards a CSR-juridification? - CSR-reporting as a catalyst in the architecture of the relationship between private international transparency frameworks and their implementation by multinationals as well as the related institutionalisation of their transnational sphere
- A possible doctrinal fundament for the juridification of CSR / compensatory concepts in respect of lacking state obligations to extraterritorially regulate common concerns relevant misconduct of Multinationals

Assessment methods:

No.	Assessment method	Description	Weighting (%)
1	Active workshop participation and analysis of the case study	Student analyze case studies prepared by lecturer and other group of students including presentation	100%

Literature:

1. Colander, D. 1992. The Lost Art of Economics. *The Journal of Economic Perspectives* 6: 191-198
2. Jonsen, A. and S. Toulmin. 1988. *The Abuse of Casuistry*. University of California Press.
3. Wallace, *The Multinational Enterprise and Legal Control*, 2002
4. Christonakis, *Investment treaty protection and investor-to-state arbitration. An Outline*, 2013