

[Aktuelles Thema]

Corporate Culture – A case study seminar

(6 CP) SS 2020

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Content and objectives

In this course, we will use case studies to discuss various aspects of organizational culture, such as the impact of culture on organizational design, corporate culture as a competitive advantage, cultural change, and integrating cultures. The participants will learn the basics of case study analysis and will work in teams on one case study. The analysis will be linked to the findings of recent research in organizational economics.

At the end of this module, the students are able to ...

- grasp the problem described in case studies, to work out the core aspects and present them in the colloquium.
- find, edit and present scientific literature on a given topic in an online colloquium.
- reflect relevant theories on organizational culture and to explain them in their own words, abstractly and using examples.
- relate scientific results to the problems of the case studies. They use scientific studies to solve problems in the case studies or they use case studies to illustrate abstract scientific content.
- adequately record the results of their work in individual writing. They know the basic rules of scientific writing and apply them correctly in a 10-page thesis.
- abstract from the case study's issue and to transfer learnings from the case study on other organizational contexts.

Participants and prerequisites

Participants:

- Students of Bachelor Business Administration (Wahlpflichtbereich)
- ERASMUS students
- Max. number of participants: 40

Course language: English

Prerequisites:

Students should have

- an interest in the work with cases studies
- basic knowledge in personnel and organizational economics, and microeconomics.
- A good command of English. The course language in our online meetings will be English and the scientific literature, as well as the case studies, are in English.

All of the online meetings will be realized using **Zoom** (www.zoom.us). As Zoom is likely to be established as the standard online teaching tool at RWTH Aachen University, it is useful to make yourself familiar with Zoom. It is not necessary to buy a Zoom license.

Schedule

The module consists of two mandatory online meetings (kick-off meeting and presentations), a Q & A session on scientific working and intermediate phases of individual and teamwork. We also offer online consulting sessions for the teams.

During the online kick-off meeting, the course concept and the evaluation criteria are presented. There is a general introduction to working with case studies.

Next, you have the opportunity to get to know the different topics in the RWTHmoodle learning room. Texts and videos are available there. Afterward, you can enter your topic preferences in RWTHmoodle. RWTHmoodle will then automatically form teams under optimal consideration of your preferences.

The students are to ...

1. work on a case study in teams of at least two students and present the case to the other participants in a detailed presentation. After the kick-off meeting, the case studies will be available in RWTHmoodle.

2. find additional scientific literature (min. one paper) on the case study's relevant issues and link it meaningfully to the case.
3. inspire and conduct a classroom discussion with all course participants about the topics of their presentations.
4. prepare a short written review (1.5 pages) of the presentation of another team.
5. individually write a thesis of max. 10 pages about their topic (case and research paper).
The thesis is to be submitted at the latest by April 30th via email to the supervisor

Participation in the online meetings is mandatory. Thus, register only if you can make sure to take part in the online meetings at the dates listed below.

When?	What?	Where?	Who?
Monday, April 6 th , 1.00 pm	Kick-off meeting: Introduction to the course concept, Introduction to working with case studies, organizational questions, introduction to the evaluation criteria	Zoom	Plenary session (mandatory)
Monday, April 6 th , 3:00 pm to Tuesday, 7 th April 11:59 pm	Case introduction and preferences: Watch audio slide casts introducing case studies. State your preferences concerning the case study you like to work on in RWTHmoodle	RWTHmoodle	Individual
Monday, April 6 th , 3:00 pm to Tuesday, 11 th April 10:59 am	Introduction to scientific working: Watch audio slide casts on the basics of scientific working. Answer review questions.	RWTHmoodle	Individual
Tuesday, 14 th April, 11:00 am to 12:30	Q & A session on scientific working Write thesis.	Zoom	Plenary session (voluntary) Individual
Upon agreement	Team meeting with the supervisor to get feedback and assistance with concept of presentation and writing of thesis	Zoom	Team

Thursday, 30 th April, 12:00, at the latest	Submit thesis to your supervisor via email	Email	Individual
	Prepare presentation. Meet online and collaborate.	Zoom	Team
Friday, 15 th May, 9:00 am to 16:00 pm	Present your work to the course. Conduct discussion.	Zoom	Plenary session (mandatory)
Monday, 18 th May, 6:00 pm, at the latest	Submit review of peer presentation to your supervisor	Email	Individual

Examination

- Team performance (individual grading): Presentation and conduct of discussion (60 minutes, weight: 40%)
- Individual performance (individual grading): written thesis (max. 10 pages, weight: 40%)
- Colloquium (20%)
- The written review of a peer presentation has to be passed but does not affect course grading.

Registration for course

The registration for this course is possible until **April 1st** via **RWTHonline**.

Registration for exam

The registration for the exam is possible from 6th April to 10th April. You can withdraw from the exam up to 14 days before the first grading relevant performance which is the submission of the thesis on 30th April.

Sign-out / Withdrawl / Illness

A withdrawal in due time is possible until 7th April via RWTHmoodle.

Rule of absence

Tolerated time of absence: 10%.

Contact for questions

Course contents

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Registration

Dr. Sandra Silvertant

Prüfungsbeauftragte

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Literature

Milgrom, P. and Roberts, J. (1992). Economics, Organization and Management. Englewood Cliffs: Prentice Hall.

Schein, E. H. (2010). Organizational culture and leadership (Vol. 2). John Wiley & Sons.