

# **GNAM GLOBAL NETWORK WEEK FOR MBA STUDENTS**

**ESMT European School of Management  
and Technology, Berlin**

**16-20 October 2017**

## **Syllabus**

### **Germany 4.0**

**ESMT**  
European School of Management  
and Technology GmbH

Schlossplatz 1  
10178 Berlin  
Germany

[www.esmt.org](http://www.esmt.org)

## Brief Description

### **Overview**

In this module, we will introduce Germany's current economy by briefly looking into its past, its current economic structure and its setting within the European Union. We will focus on the backbone of Germany's economic strength and give insight into Mittelstand and Hidden Champions. In addition, we cover topics on innovation, especially within the field of Industry 4.0.

### **Content outline**

Themes to be addressed in the module will include:

- Germany and its economy
  - An introduction to Germany's past and current political and economic situation
  - Germany's Mittelstand as a backbone of economic success
  
- Industry 4.0
  - What is Industry 4.0 about?
  - New business models within in manufacturing industry
  
- Innovation
  - Concepts of open and closed innovation
  - Crowdsourcing
  
- Hidden Champions
  - Analysis of factors that make Hidden Champions successful on the global market

The classroom sessions are complimented by site visits that deliver the practise perspective on the academic input in order to foster a better understanding of the delivered content.

## Group project and assessment

Students will participate in a group project that will gain deeper insights into the challenges of digitalization in existing business models. The groups will be introduced to a real-live case of a German company that they have to work on during the week. On the last day, the groups are presenting their proposed solution as a basis for their credit.

### Assessment

Group project will be assessed by the following criteria:

- How well did the group take on and understand the presented case?
- How robust is the proposed solution to tackle the challenge?
- How well was the group able to utilize relevant information from the week?
- How effective is the team presentation?

## Faculty & Teaching Staff

### Faculty

#### Prof. Linus Dahlander



Linus Dahlander is an associate professor at ESMT European School of Management and Technology and the inaugural holder of the KPMG Chair in Innovation. He joined ESMT in January 2011 as an assistant professor. Linus received his PhD in Technology Management and Economics from Chalmers University of Technology, Sweden in 2006. From 2006 to 2008, Linus was an assistant professor and an Advanced Institute of Management Research Fellow with the Innovation and Entrepreneurship Group at Imperial College Business School in the UK. From 2008 to 2010, he was a postdoctoral fellow at Stanford University. He is also a visiting professor at the newly funded Institute for Analytical Sociology at Linköping University in Sweden. He teaches classes for MBAs, EMBAAs, executives as well as PhD students on innovation, entrepreneurship, and networks. He also consults and advises startups, large multinationals as well as government organizations on issues around innovation and networks.

His current research investigates how new ideas and innovations are developed in networks and communities. The ongoing projects use large-scale analysis of networks, and he tries to integrate that with a deeper appreciation for what content flows through networks.

## Martin Ertl



Martin Ertl is an experienced executive with a broad management background covering innovation, digitalization and entrepreneurship, product management, design, manufacturing and HR. Desire for entrepreneurial thinking and sustainable, long-term oriented clever solutions. His focuses are new business development, strategy and collaborative networks.

Before he launched his own company he worked at Bombardier Transportation from Chief Innovation Officer to Head of Platform Management / CTO Strategy and Transformation Lead. He is also Adjunct Professor at Copenhagen Business School from 2014 till now. His main interests are department of management, politics and philosophy.

**Annie Faulkner**



Annie's focus at ESMT Berlin is on business transformation and change. Having worked and been educated internationally, she understands first-hand the complexities of cross border communication and change leadership. Prior to joining ESMT Berlin, she led a range of transformation programs for Old Mutual, AXA, AECOM, Bombardier Transportation and Woolworth Holding South Africa.

Her research interest lies in compassion as an organizational norm – leaders using the combined skills of narrative, cognition, mentoring and coaching to achieve results. She teaches executives in global partnering, change management & communication worldwide and is an experienced business coach.

Annie graduated in Management Sciences from Warwick Business School, holds an MBA from CASS Business School and received her M.Sc. from Edinburgh Business School in Strategic Focus.

**Prof. Johannes Habel**



Johannes Habel is an associate professor at ESMT Berlin. In his program development, consulting, and teaching, he focuses on sales and marketing management.

Johannes' research passion lies in analyzing how to improve the success of large field forces. His works have been published in some of the world's most renowned academic management journals, such as the Journal of Marketing and the Journal of the Academy of Marketing Science. For his research projects, Johannes has cooperated with leading German corporations, such as car manufacturers, airlines, technology corporations, and retailers.

Before joining ESMT Berlin, Johannes worked as a strategy consultant for Booz & Company for several years. He consulted major international corporations on their strategy and organization, such as technology corporations, telecommunication incumbents, pharmaceutical companies, financial service providers, and organizations within the public sector. In addition, Johannes is a trained radio journalist.

Johannes studied business administration at Mannheim University and completed his doctorate in sales management at Ruhr-University Bochum.

**Prof. Olaf Plötner**



Professor Olaf Plötner is the dean of Executive Education at ESMT. He joined ESMT as one of the first faculty members and managing director of ESMT Customized Solutions GmbH in 2002. Olaf's current research and teaching focus on strategic management, industrial market management, and sales management in global B2B markets. His work is reflected in his most recent book Counter Strategies in Global Markets, published by Palgrave Macmillan, Springer, and SDX Shanghai. His research has been portrayed in journals such as Industrial Marketing Management and Journal of Business and Industrial Marketing as well as in leading international media such as CNN, Wall Street Journal, Times of India, Frankfurter Allgemeine Zeitung, China Daily Europe, and Financial Times.

Olaf is a visiting professor at Darden School of Business, Shanghai Jiao Tong University and CELAP Shanghai.

Olaf also worked as a consultant at the Boston Consulting Group in Frankfurt and as a director at Siemens AG in Boston.

**Dr. Jens Weinmann**



Jens Weinmann is a program director at ESMT. Before joining ESMT, Jens Weinmann was project manager of the Market Model Electric Mobility, a research project financed by the German environmental ministry (BMU). From 2007 to 2009, he worked as manager at the economic consultancy ESMT Competition Analysis. Further consulting experience includes projects with the Energy Markets Group at London Business School, Omega Partners London, and the World Energy Council. He has taught master classes in environmental and resource economics at the HTW Berlin, statistics in the bachelor programs of the HWR Berlin School of Economics and Law, and was guest lecturer at Cambridge University and European Business School, London. He graduated in energy engineering (Dipl.-Ing.) at the TU Berlin and received his PhD from London Business School in Decision Sciences.

Jens Weinmann's research focus lies in the analysis of decision-making in regulation, competition policy, and innovation, with a special interest in energy and transport. His academic experience includes fellowships at the Kennedy School of Government, Harvard University, and the Florence School of Regulation, European University Institute.

## Germany 4.0 GLOBAL NETWORK WEEK FOR MBA STUDENTS

*Subject to change*

Day 1 (Monday) 16.10	Day 2 (Tuesday) 17.10	Day 3 (Wednesday) 18.10	Day 4 (Thursday) 19.10	Day 5 (Friday) 20.10
<b>German Economy</b>	<b>Industry 4.0</b>	<b>Innovation</b>	<b>Hidden Champions</b>	<b>Project Work</b>
09:30 – 10:00 Introduction ESMT & program overview	09:00 – 10:30 Introduction to Industry 4.0	09:00 – 10:30 Open and closed innovation	09:00 – 10:30 Innovation 4.0	10:30 – 13:00 <i>Finalize Project Work (lunch)</i>
10:00 – 12:00 Exploring Germany's history on a trip through Berlin's historical center	10:30 – 11:00 Coffee break	10:30 – 11:00 Coffee break	10:30 – 11:00 Coffee break	
12:00 – 13:00 Lunch and getting back to Campus	11:00 – 12:30 Business Model 4.0	11:00 – 12:30 Open and closed innovation	11:00 – 12:30 Counter strategies of German manufacturers	
13:00 – 14:30 Germany's economy - The creation of wealth - The key concepts of German success	12:30 – 13:30 Lunch	12:30 – 13:30 Lunch	12:30 – 13:30 Lunch	12:15 – 13:00 Lunch
14:30 – 15:00 Coffee break 	13:45 – Buses leave	14:00 onward Project Work	13:30 – 15:00 Hidden champions – the innovation fabric of Germany's economy	13:00 – 15:00 Presentation on project work
15:00 – 16:30 European Integration and Germany's role within	16:00 – 18:30 <i>Site visit</i> Industry 4.0		15:15 – Buses leave	
Kick off Project Work: Allocation Groups and Introducing the case			16:00 – 18:00 <i>Site visits</i> Hidden Champions	
18:00 – 20:00 Social event			19:00 Dinner	15:00 – 15:30 Wrap up and feedback

## Program Staff



Katja Leppler

ESMT Program Director  
Phone: +49 (0)30 21231-8051  
Fax: +49 (0)30 21231-8999  
E-mail: [katja.leppler@esmt.org](mailto:katja.leppler@esmt.org)



Roselva Tunstall

ESMT Program Manager  
Phone: +49 (0)30 21231-1401  
Mobile: +49 (0) 151 19557912  
Fax: +49 (0)30 21231-1409  
E-mail: [roselva.tunstall@esmt.org](mailto:roselva.tunstall@esmt.org)



Alexander Bernhardt

ESMT Program Manager  
Phone: +49 (0)30 21231-1407  
Mobile: +49 (0) 170 929 6364  
Fax: +49 (0)30 21231-1409  
E-mail: [alexander.bernhardt@esmt.org](mailto:alexander.bernhardt@esmt.org)