HAW Kiel
Hochschule für Angewandte Wissenschaften Kiel
Kiel University of Applied Sciences

MADBM-TTO - Technology Trends in Organisations

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General information	
Module Code	MADBM-TTO
Unique Identifier	TechTrendsOr-01-MA-M
Module Leader(s)	Prof. Dr. Kürtz, Klaas Ole (klaas.o.kuertz@haw-kiel.de)
Lecturer(s)	Prof. Dr. Wocken, Meike (meike.wocken@haw-kiel.de)
Offered in Semester	Wintersemester 2026/27
Module duration	1 Semester
Occurrence frequency	Regular
Module occurrence	In der Regel jedes Semester
Language	Englisch
Recommended for international students	Yes
Can be attended with different study programme	No

Curricular relevance (according to examination regulations)

Study Subject: M.A. - DBM - Digital Business Management (Aufnahme ab WiSe 25/26)
Module type: Pflichtmodul
Semester: 2

Qualification outcome

Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.

The students
- are familiar with basic trends in the field of technology as well as the management of technologies and innovation,
- are familiar with the risks and potentials of technological trends based on their own experiences, observations supplemented by literature reviews, scientific research and professional exchange with experts, thought leaders, researchers and/or practitioners in this field.

The students
- can precisely analyze and understand a technology, a technological trend, or a trend in the field of technology management,
- can competently present, explain with reference to practice, and evaluate the risks and benefits of technological trends for companies in a comparative manner,
- can derive implications for organizations, including options for action for managers and decision-makers in organizations,
- can outline goal-oriented and practical solutions for the use of technological trends and the necessary organizational change or development.

The students will be able to
- conduct their own critical evaluation and reflection on the technology, its opportunities and risks, and develop a well-founded assessment;
- outline goal-oriented and practical solutions for utilizing technological trends and the necessary organizational change or development;
- develop their presentation and teamwork skills through the use of visualization, presentation, and communication techniques.

The students - can identify relevant research questions, - can think holistically and cross-disciplinarily in networked and highly dynamic organizational contexts, - develop design competence for future-oriented technology and/or organizational development.

Content information	
Content	1. Which technologies, tools, techniques, or approaches are currently perceived as trends, modern, innovative, or disruptive? 2. How can these trends be effectively implemented within an organization or organizations—i.e., under what conditions, what is the benefit/risk assessment? 3. What challenges must be overcome during the corresponding change processes? What skills are required of employees and managers? How can these skills be taught and acquired? Important note: This course content is strongly dependant on current developments and new technologies in each semester. #technologytrends #innovation #changemanagement #leadership #futureskills
Literature	Sources depend on the specific seminar topics; independent literature research is a learning objective for students. For an introduction to the topic, here is a selection of examples: Bernard Marr: Tech Trends in Practice – The 25 Technologies that are Driving the 4th Industrial Revolution; Wiley, 2021 Alexander Osterwalder, Yves Pigneur, Fred Etiemble, Alan Smith: The Invincible Company – So schaffen Sie eine Kultur der Innovation und Transformation, die Ihr Unternehmen unbesiegbar macht; Campus, 2020 Joe Tidd, John R. Bessant: Managing Innovation – Integrating Technological, Market and Organizational Change; Wiley & Sons, 2020 Latest reports on technology trends, e.g., McKinsey & Company's annual "Technology Trends Outlook", e.g., https://www.mckinsey.com/capabilities/tech-and-ai/our-insights/the-top-trends-in-tech

Teaching formats of the courses	
Teaching format	**SWS**
Lehrvortrag	1
Seminar	1

Workload	
Number of SWS	2 SWS
Credits	5,00 Credits
Contact hours	24 Hours
Self study	126 Hours

Module Examination	
Examination prerequisites according to exam regulations	None
MADBM-TTO - Portfolioprüfung	Method of Examination: Portfolioprüfung Weighting: 100% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes Remark: Presentation as part of the seminar, for which presentation slides (potentially including a short demo) and an accompanying research paper are to be created.

Miscellaneous	
Miscellaneous	Based on the presented trends, students will select one of the trends (in collaboration with the professor) and conduct a scientifically sound and thorough analysis of its technical background, potential use (e.g., benefits and risks), as well as a nuanced personal assessment. Critical reflection and original ideas for the further development of the selected trend are highly encouraged. Note: Specific examination requirements, module requirements, and topic selection will be explained and agreed upon with the participants during the first session. The module was first offered in the winter semester of 2025/2026 as a successor to the module "Work and organizational forms of the future". // Die Veranstaltung wurde erstmal zum Wintersemester 2025/2026 angeboten als Nachfolge für das Modul "Arbeits- und Organisationsformen der Zukunft".