

Research seminar

“Of extinction and survival: Company strategies in the face of disruptive change”

(12-M-SAS, Master program, 10 ECTS, Summer 25, in English language)

Background

Throughout the past century, technological progress and changing market conditions have continuously challenged the core business of companies worldwide—and will continue to do so in the foreseeable future. However, confronted with the same challenges (or threats), companies respond in different ways, turning some companies into winners, other companies into losers of the same change. In this seminar, you will analyze in case study how companies' strategic posture towards change contributed to their success or failure. The study will be framed in theory at the individual, organizational, and/or industry level, while being embedded into the broader framework of organizational ecology. The seminar will deepen your understanding of effective strategic responses to disruptive change.

Essay topics

... will be assigned in the kick-off meeting.

Assessment

Essay (66%) – 16-20 A4 pages (Guidelines for formal requirements will be available via WueCampus)

Presentation (34%) – 10-minute presentation per student plus Q&A

Schedule

22nd January 2025 (13.30, Zoom): Kick-off meeting and assignment of topics

6th July 2025 (23:55): Latest submission of essays via WueCampus (if unavailable, and only then, via email to bwl8@uni-wuerzburg.de)

9th July 2025 (13:00 – 17:00, venue TBA): Final presentations

Prerequisites

None

Language

English

Selection criteria

- Mark average
- Specialization on entrepreneurship, strategy, and/or innovation

How to apply

1. Apply via the central [Studiendekanat process](#) by the central deadline. Beyond your transcript (that needs to be uploaded in FLIP) no further documents are required for the application.
2. We will contact all accepted supervisees via email with further information.

Module convenors and contact

[Prof. Dr. Sascha Walter](#)

Last change: 18th December 2024