Title of course	**Automotive Technology Management**
Responsible instructor	Prof Dr Michael Dornieden
Learning objectives	▪ Identify relevant market framework conditions of carmakers ▪ Realize the economic importance of the automotive industry ▪ Know automotive key figures in respect to particular countries ▪ Categorize the product portfolio of automotive suppliers ▪ Examine and understand future trends of automotive markets and resource requirements of carmakers (e.g. electromobility) ▪ Critically evaluate strategic alliances between carmakers currently in practical company use and develop an understanding of how they can be improved in order to reach the desired organizational goals ▪ Know theoretical foundations of product lifecycle management ▪ Characterize the six phases of the Generic Product Development Process and demonstrate its application to new vehicle projects ▪ Solve complex engineering problems in new vehicle projects by using variants of the Generic Product Development Process ▪ Illustrate the application of the module strategy in new vehicle projects and critically evaluate its pros and cons ▪ Know the entrepreneurial importance of suppliers´ inputs for OEM´s innovation management ▪ Implement various innovation management tools to real-world examples of automotive industry
Course contents	1. Facts and figures world automotive industry 2. Original Equipment Manufacturer, Original Equipment Supplier and Car Dealer 3. Volkswagen Group 4. Product Engineering Process 5. Innovation management
Teaching methods	▪ Lectures ▪ Exercises, Case Studies ▪ Hermeneutic approaches ▪ Discussion ▪ Self-study
Prerequisites	There are no formal requirements.
Suggested reading	▪ Nieuwenhuis, P. / Wells, P.: Global Automotive Industry, John Wiley & Sons, 2015 ▪ Munson, C.: The Supply Chain Management Casebook, FT Press, 2013 ▪ Diehlmann, J. / Häcker, J.: Automotive Management, 2nd ed., Oldenbourg Verlag, 2013 ▪ Myerson, P. A.: Lean and Technology: Working Hand in Hand to Enable and Energize Your Global Supply Chain, Pearson Education, 2017 ▪ Further references will be given during the classes.
Applicability	This course is in particular applicable to the following Master programmes: International Business and Economics (M.A.; “IBE”). This course is also applicable to other business-oriented Master programmes offered by Schmalkalden University of Applied Sciences.

Workload	Total workload: 180 hours, of them:
	▪ Lecture: 45
	▪ Self-study: 135, of them:
	  ▪ Course preparation (in particular reading): 40
	  ▪ Follow-up: 20
	  ▪ Readings and exam preparation: 54

ECTS credit points and weighting factor	6 ECTS credit points; weighting factor: 6/120 (IBE) or 6/90 (Finance), respectively
Basis of student evaluation	Comprehensive written examination, 90 minutes (100%)
Time	First academic year
Frequency	Each academic year
Duration	One semester
Course type	Elective course
Remarks	Teaching language is English.