

University of Basel, Faculty of Business and Economics

Prof. Dr. Michael Beckmann
Prof. em. Dr. Dr. h.c. mult. Manfred Bruhn

Seminar, spring semester 2023: Strategy, Organization, and Human Resource Management (6 ECTS)

Basic information:

Date:	Block course, April 24 and 25, 2023, 10.15 a.m. until 18.00 p.m., S13 or S14, WWZ
Target group:	Master students in Business and Economics or Business and Technology
Credit points:	6 CP
Registration:	Central registration through the Office of the Dean of Studies from Monday, December 5, 2022 until Monday, January 9, 2023, 24 hrs. via online registration form
Participants:	A maximum of 20 students
Participation requirements:	Credit points in courses from the module Labour Economics, Human Resources and Organization (MSc. Business and Economics) or the MSc. Business and Technology
Selection of participants:	Until Friday, February 17, 2023
Selection criteria in case of excess demand:	Previous grades and semester progress

Seminar registration:

Registration for the seminar takes place centrally via the Dean of Studies Office in the period between Monday, December 5, 2022 and Monday, January 9, 2023 via online registration form, which can be accessed in the electronic course catalog. The registration is binding.

As soon as you have registered centrally, please also inform us of your **preferences** with regard to the specified topics. For this purpose, please contact **Ms. Birgit Knöpfli** by e-mail:

birgit.knoepfli@unibas.ch

From the list of topics below, please name three topics that you would like to work on as part of your seminar paper. The exact assignment of topics will be made according to your articulated preferences. We will do our best to assign the topics according to your preferences. However, we cannot guarantee that each seminar participant will receive his or her preferred topic.

Seminar topics:

No.	Topic	Supervisor
Strategy		
1	Artificial intelligence as a driver of strategies - classification, prerequisites, applications	Manfred Bruhn
2	Supplier integration as a strategic approach - classification, concepts, central decisions	Manfred Bruhn
3	Gender differences in corporate hierarchies	Michael Beckmann
Organization		
4	Organizational implementation of ESG criteria in the corporate organization - approaches, findings, critical review	Manfred Bruhn
5	Complementarity in employee participation systems	Michael Beckmann
Human Resource Management		
6	Leadership of teams - concepts, findings, critical review	Manfred Bruhn
7	Working beyond 50	Michael Beckmann

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Information about the organization of the seminar:

Each seminar topic will be assigned twice. The allocation of topics to seminar participants will be announced on our website on **Friday, February 17, 2023**. In addition, the seminar participants will receive an e-mail with the result of the allocation. Therefore, from the time of topic assignment, you can start writing your paper.

Acquisition of credit points:

With a successful participation in the seminar, you can acquire 6 credits. For this, you have to perform the following tasks:

- Preparation of a seminar paper (text length: 20 pages +/- 10 %)
- Presentation of your work in the seminar (PowerPoint presentation)
- Active participation during the sessions

The respective performances are included in the overall grade with the following weightings: seminar paper: 50 %, presentation: 30 %, active participation: 20 %.

The seminar papers are to be prepared individually. The presentations on the respective topics will be prepared and presented in the seminar sessions in teams of two. Seminar papers and presentations can be in **English or German**. All examinations will be graded individually. For the formal design of your seminar paper, please refer to the guidelines on the website of the Professorship of Human Resources and Organization:

<https://wwz.unibas.ch/de/personalundorganisation/lehre/master-masterarbeit/>

Seminar dates:

For this seminar, there will be an introductory meeting for the participating students. The date for this is **Wednesday, February 22, 2023, 16:15 until 18:00 p.m. in seminar room S13, WWZ**. In this event, mainly basic questions will be discussed, which should make it easier for you to get started in the seminar. Among other things, this concerns the formal requirements for a seminar paper as well as the procedure for a promising literary research. The seminar itself will take place on **Monday, April 24, and Tuesday, April 25, 2023** in the time **between 10:15 a.m. and 18:00 p.m.** The exact seminar dates are as follows:

- February 22, 2023: Introductory meeting, S13, WWZ
- April 24, 2023: Strategy, presentation of topics 1, 2, and 3, S14, WWZ
- April 25, 2023: Organization and Human Resource Management, presentation of topics 4, 5, 6, and 7, S13, WWZ

Deadlines:

The same deadlines apply to all seminar participants for the submission of the respective seminar work. These are to be submitted by e-mail to the secretariat of the Professorship of Human Resources and Organization (birgit.knoepfli@unibas.ch) and to the supervisor of the paper.

- Submission of the seminar paper by **Friday, April 14, 2023, 12:00 a.m.** as PDF.
- Submission of the PowerPoint presentation by **Friday, April 21, 2023, 12.00 a.m.** as PPT or PPTX and PDF.

Contact person:

During the entire period of writing your seminar paper, you will have **one** opportunity to discuss your outline with the respective supervisor. If necessary, please arrange a suitable appointment in advance.

Procedure of the seminar sessions:

The time frame for the presentations of the seminar papers will be about 30 to 45 minutes. Afterwards we will discuss the presented topic. For this purpose, questions from the plenum should be asked to the speakers. At the end of this discussion, the lecturers will discuss extended questions on the respective topic with the seminar participants.

References:

The following literature references are intended to provide you with an introduction to the respective topic. However, in order to be able to deal with the topic in a competent way and with the required scientific standards, it is necessary to consult additional literature. As a rule of thumb, you can assume that the number of literature sources used should correspond approximately to the effective number of pages (pure text pages) of the paper.

- **Topic 1:** Haenlein, M./Kaplan, A. (2019): A Brief History of Artificial Intelligence – On the Past, Present and Future of Artificial Intelligence. *California Management Review* 61, 5-14.
- **Topic 2:** Heinonen, K., & Strandvik, T. (2015). Customer-dominant logic – foundations and implications.
▪ *Journal of Service Marketing*, 29, 472–484
- **Topic 3:** Kauhanen, A. (2022): Gender differences in corporate hierarchies. *IZA World of Labor*: 358v2.
- **Topic 4:** Sierdovski M., Pilatti, L.A. & Rubbo, R. (2022): Organizational Competencies in the Development of Environmental, Social, and Governance (ESG) Criteria in the Industrial Sector. *Sustainability*, 14(20), 13463.
- **Topic 5:** Burdin, G., and T. Kato (2022): Complementarity in employee participation systems. In: K. F. Zimmermann (ed.), *Handbook of Labor, Human Resources and Population Economics*, https://doi.org/10.1007/978-3-319-57365-6_208-1
- **Topic 6:** Morgeson, F.P., DeRue, D.S. & Karam, E.P. (2010): Leadership in Teams: A Functional Approach to Understanding Leadership. *Journal of Management*. 36(1) 5–39.
- **Topic 7:** Vandenberghe, V. (2020): Working beyond 50. In: K. F. Zimmermann (ed.), *Handbook of Labor, Human Resources and Population Economics*, https://doi.org/10.1007/978-3-319-57365-6_286-1