

University of Basel, Faculty of Business and Economics

Prof. em. Dr. Dr. h.c. mult. Manfred Bruhn
Dr. Julia Lisa Starzetz

Spring semester 2025: Seminar in Strategy, Organization, and Human Resource Management (6 ECTS)

Basic information

Date:	Block course, May, 13 and 14, 2025
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 begins on 2 December 2024 and ends on 6 January 2025 11:55 pm via online registration form
Participants:	A maximum of 20 students
Participation requirements:	Credit points in courses from the module Labor Economics, Human Resources and Organization (MSc. Business and Economics) or the MSc. Business and Technology
Selection of participants:	Seminar participation will be allocated during the first two weeks of February
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 December 2nd, 2024 and January 6th, 2025 (11:55 pm) 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	Strategic management with quality management systems - approaches, applications, critical evaluation	Manfred Bruhn
2	Strategic management in ecosystems - design, system requirements, critical success factors	Manfred Bruhn
3	The impact of industry 4.0 on innovation performance	Julia Starzetz
Organization		
4	Organizational implementation of sustainability coordinators in companies - requirements, alternatives, critical evaluation	Manfred Bruhn
5	The impact of HR analytics on centralization of decision-making in organizations	Julia Starzetz
6	The autonomy-control paradox	Julia Starzetz
Human Resource Management		
7	Leadership through quality management concepts - approaches, requirements, success factors	Manfred Bruhn
8	Transformational leadership of companies - concept, contextual conditions, requirements for success	Manfred Bruhn
9	High involvement management and firm performance	Julia Starzetz
10	The effects of high and low-powered incentives	Julia Starzetz

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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 14th, 2025. 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 must be **in English or in German**, depending on our agreement in the introductory meeting. 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. 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 exact seminar dates are as follows:

- Wednesday, February 19, 2025, 12:15 a.m. – 2:00 p.m.: Introductory meeting, S13, WWZ
- Tuesday, May 13, 2025, 9:15 a.m. – 6:00 p.m.: presentation of topics 1-5, S13, WWZ
- Wednesday, May 14, 2025, 9:15 a.m. – 6:00 p.m.: presentation of topics 6-10, 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, May 2, 2025, 12:00 a.m.** as PDF.
- Submission of the PowerPoint presentation by **Friday, May 9, 2025, 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.