Course:
Introduction to Digital Transformation Management

Semester	Duration	Course Character	Workload	Credit Points	Examination form
---	one Semester/ once a year	Elective	90 h, thereof: 28 h Contact studies 62 h Self studies	3	Presentation and final report

Course coordinator	Prerequisites
Prof. Dr. Denis Royer	none

Description of the course

As part of this lecture, current topics in the context of digital transformation management will be covered. These include, amongst others:

- The central domains of digital transformation (customers, data, competition, innovation, and value creation)
- Success factors and limitations for digital transformation in enterprises
- Tools and methods for managing the digital transformation

Competency aims

Due to the increased use of digital technologies, many companies are exposed to the phenomenon of digital transformation and its associated effects. Accordingly, those companies have to fundamentally reassess their overall business model, their value creation processes, and their innovation processes, in order to be sustainably successful.

Accordingly, the goal of this course is to identify the general nature and basic concepts of digital transformation management. Furthermore, the basic tools and methods in the context of digital transformation management will be developed and applied in the practical field (case studies, group projects, etc.).

Course components

Interactive course with integrated practical sessions.

References

- Grassmann, Sutter (2016): Digitale Transformation im Unternehmen gestalten, Hanser.
- Rogers, David L. (2017): Digital Transformation - Das Playbook, MITP.

Lecturer	Course Language	Usability in ongoing studies / other studies
Prof. Dr. Denis Royer	English	