

Valid from 2025.HS

Module description: Leading Digital Transformation and AI		
Module Code	w.BA.XX.WPM-LDT.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	<p>This module explores the dynamic realm of digital transformation with an emphasis on artificial intelligence (AI), guiding students from understanding the strategic importance of AI for competitive advantage to navigating the intricate ethical landscapes inherent in AI agents. We will present theoretical constructs, real-world applications, and case studies to help you grasp the importance of AI. You will also critically engage with pressing topics such as data privacy, algorithmic bias, and which business model fits with AI. The course has an integrated five-week online collaborative game with students from other universities.</p>	
Organizational Unit	Abteilung International Business	
Module Coordinator	Evangelos Syrigos	
Deputy Module Coordinator	Matteo Mösl	
Program and Specialization	<ul style="list-style-type: none"> Elective module (see module table) 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory Elective	Program Phase Main Study Period
Prerequisite Knowledge	None	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> Knowing and Understanding Content of Theoretical and Practical Relevance Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change 	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> understand and acquire knowledge on fundamentals of AI. critically evaluate the ethical, societal, and regulatory implications of AI and digital transformation. understand the strategic role of digital transformation and AI in crafting competitive advantages and developing foresight. 	

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Module Content	<ul style="list-style-type: none">The content of this module will be continuously updated to reflect current developments in the rapidly changing AI landscape and draw on best practices from academia and business. An exemplary list of topics include: Navigating the AI landscape Big Data See Moodle Leading AI Building your AI Team Managing Ethics and Bias Deep and Machine Learning Generative AI				
Links to other modules	This module is linked to the following modules:				
Digital Learning Resources	<ul style="list-style-type: none">ReaderCase Studies (with Key)				
Methods of Instruction	<ul style="list-style-type: none">Project WorkLectureCase StudiesGuest lecturersSimulation game		Social Settings Used: <ul style="list-style-type: none">Group Work		
Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Large Class	28 h	12 h		
	Small Class	-	-		
	Group Instruction	-	-		
	Practical Work	-	-		
	Seminar	-	-		
	Total	28 h	12 h	50 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Written Assignment	Grade	Gruppenarbeit	0	100.00
	Simulation Game	Pass/Fail	Partnerarbeit	0	0.00
Classroom Attendance Requirement	80% - Lectures (min. 80% attendance). - Simulation Game (no unexcused absence). Students who fail to comply with the compulsory attendance quota may need to complete an additional individual assignment.				
Compulsory Reading					
Recommended Reading	<ul style="list-style-type: none">Harvard Business Review (2023). HBR Guide to AI Basics for Managers. Harvard Business Review Press. ISBN 978-1647824433.Rose , D. (2020). Artificial Intelligence for Business. Hoboken, NJ: Pearson. ISBN 978-0136556619.Almeida , I. (2023). AI Fundamentals for Business Leaders. Now Next Later AI. ISBN 978-0645510553.				
Comments	Additional reading materials may be uploaded to Moodle.				