

Valid from 2025.HS

Module description: Digital Transformation	
Module Code	w.MA.XX.DITR.20HS
ECTS Credits	3
Language of Instruction/Examination	German
Module Description	Many companies are faced with the phenomenon of digital transformation based on their increased application of digital technologies. The use of digital technologies affects all areas of a company, including its products/services. In the context of the digital transformation of a company, there are significant changes in terms of business models, value chains, and processes. In this module, students are given an overview of the topics of digital transformation and their significance for the success of a company. They receive a general introduction and work through case studies and case examples (prepared by the students themselves), among other things, to learn about different types of digitalization in companies, success factors, and the limitations of digital transformation.
Organizational Unit	Institut für Wirtschaftsinformatik
Module Coordinator	Christian Weber
Program and Specialization	<ul style="list-style-type: none"> • Business Information Technology
Legal Framework	Academic Regulations MSc in Business Information Technology dated 22.08.2019, Appendix to the Academic Regulations for the degree program in Business Information Technology, first adopted on 10.07.2012
Module Category	Module Type Compulsory Elective
Prerequisite Knowledge	Basic knowledge of IT
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	Professional Competence <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 Methodological Competence <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation Social Competence <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management Self-Competence <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	Students... <ul style="list-style-type: none">• acquire a basic knowledge of digital transformation.• recognize the potential of new business opportunities offered by digital transformation.• gain a deeper insight into specific areas (functions) of companies and sectors, as well as company activities, that are undergoing significant changes as a result of digital transformation.• present case examples they have prepared (verbally and in writing).• analyze and recognize the consequences of digital transformation for individuals, companies, and society.• work through case studies on digital transformation.• learn about technologies that play key roles in the context of digital transformation.																																						
Module Content	<ul style="list-style-type: none">• Main elements of digital transformation• Types of digitalization in companies• Digitalization of business models• Disruption through digitalization (?)• Digitalization and innovation: smart products• Case examples (to be prepared by students)• Case studies (to be worked through by students)																																						
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.MA.XX.PCHM.XX• w.BA.XX.1BIX3.XX• w.BA.XX.1PM.XX																																						
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Videos• Teaching Materials• Case Studies (with Key)• Multiple Choice Tests																																						
Methods of Instruction	<ul style="list-style-type: none">• Literature Review• Explorative Learning• Problem-Oriented Teaching• Lecture• Project Work• Case Studies• Interactive Instruction		Social Settings Used: <ul style="list-style-type: none">• Group Work• Pair Work• Individual Work																																				
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>28 h</td><td>24 h</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Project Work</td><td>28 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>56 h</td><td>24 h</td><td colspan="2">10 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	28 h	24 h			Excercise	-	-			Project Work	28 h	-			Seminar	-	-			Total	56 h	24 h	10 h						
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Classroom Attendance Requirement	80% Attendance during student presentations is compulsory.																																						

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Compulsory Reading	<ul style="list-style-type: none">• Appelfeller, W. & Feldmann, C. (2023). Die digitale Transformation des Unternehmens. 2nd edition. Berlin: Springer. ISBN 978-3-662-65412-5. ZHAW students: free download via VPN --> https://link.springer.com/book/10.1007/978-3-662-65413-2.• Further literature will be announced as required.
Recommended Reading	
Comments	<p>Additional reading and supplementary materials will be made available via the learning platform.</p> <p>Classes will be held on two Friday/Saturday sessions. After kick-off on 20/21 September, online meetings will take place on 22/29 November from 6pm - 9.20pm for teams to receive feedback on the group performance assessment.</p> <p>Attendance is mandatory on student presentation days (13/14 December). Based on the written group performance assessment, groups will present their work in a lecture format.</p>