

Module description: Digitisation of Economic Systems			
Module Code	t.BA.XXK.DTWS.19HS		
ECTS Credits	2		
Language of Instruction/Examination	German		
Organizational Unit	INE		
Module Coordinator	Silvia Ulli-Beer		
Deputy Module Coordinator	Matthias Speich		
Legal Framework	The module description is part of the legal basis in addition to the general academic regulations. It is binding. During the first week of the semester a written and communicated supplement can specify the module description in more detail.		
Module Characteristic	Type 1a 2 lecture lessons per semester week and class		
Module Description	Digitalization is leading to a profound transformation of the entire economic system. This lecture examines the question of how companies should develop competitive digitization strategies in order to exploit the opportunities of digitization. It will shed light on how digitalization strategies affect business models.		
Module Content	<ul style="list-style-type: none"> Lecturer: Silvia Ulli-Beer, Matthias Speich, Juliana Zapata <p>The modul content</p> <ul style="list-style-type: none"> The module conveys the essential content on the question: How and with which tools should SMEs develop a digitalization strategy? Key technologies, Gartner trends, process of digital strategy development in companies International and national digital strategies Ecosystems and platforms current digitalization approaches of firms Maturity model for digitalization and key entrepreneurial areas Unlocking the value proposition of data Strategy Development Methods (Digital Analysis Canvas, Strategic directions, Patterncards, Portfolio Analysis) Impact on the business model Practical examples (input from external speakers) <p>Teaching methods</p> <ul style="list-style-type: none"> Face-to-face teaching for the development of theoretical and methodological foundations. A case study is worked on in groups and presented to fellows and documented in a report 		
Prerequisite Knowledge	none		
Learning Objectives (Competences)	Students...	Competencies	Taxonomies
	can differentiate and describe the relevant framework conditions of digital transformation	F	K2
	can differentiate the components of a digitalization strategy	F, M	K2
	can develop a customized digitalization strategy for a company	M	K3, K4, K5
	can map the effects of digitalization on the existing business model	M, F	K6
	can apply, communicate and document what they have learned to a company in the context of group work	F, SO, M, SE	K5

Module description: Digitisation of Economic Systems

Performance Assessment	End-of-module exam	Assessment	Length (min.)	Weighting	Form	
	written exam		60	60	acc. to module agreement	
	Performance assessment during the semester		Assessment	Length (min.)	Weighting	Form
	report		Grade	0	40	acc. to module agreement
Classroom Attendance Requirement	None					
Learning material	<ul style="list-style-type: none"> • Lipsmeier, A. (2020). Process for the development of a digital strategy. Procedia CIRP , 2020 (88), pp. 173-178. • Industrie 2025 (2021). Navigator Digitalstrategie: Eine Toolbox zur Entwicklung von Digitalstrategien für Industriefirmen. 					
Comments						