

Module Handbook

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Course WIW-MDT-DTG-K-7

Integration module: Digital transformation and business model innovations (2V+1U, 4.5 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
-	K	Lecture with exercise classes (V/U)	4.5 CP	
2	V	Lecture		30 h 45 h
1	U	Lecture hall exercise class		15 h 45 h
(2V+1U)			4.5 CP	45 h 90 h

Basedata

SWS	2V+1U
CP, Effort	4.5 CP = 135 h
Position of the semester	1 Sem. in WiSe
Level	[7] Master (Advanced)
Language	[DE] German
Lecturers	Roth, Stefan, Prof. Dr. (PROF DEPT: WIW)
Area of study	[WIW-MKT] Marketing
Lifecycle-State	[NORM] Active

Notice

The exercise is organized in small groups with around 5 students. The number of groups depends on the total number of students.

Contents

Contents (lecture):

- Integrative perspectives on business models
- Business model development
- Business model innovation
- Digitization and business processes
- Digitization and pricing schemes
- Value co-creation and usage processes
- Interorganizationally linked business model innovations
- Business model innovation from organizational behavior and human resource perspective

(starting Winterterm 2019/2020)

- Human resource management and innovation
- Leadership and innovation
- Organizational culture and innovation

Contents (exercise / ,Übung):

- Dealing with empirical phenomena.
- In the course of the exercise, students have to manage small 'real-life' projects to intensify and apply what has been taught in the lecture.

Literature

Lingnau, V., Müller-Seitz, G., Roth, S. (Hrsg. 2017): Management der digitalen Transformation: Interdisziplinär theoretische Perspektiven und praktische Ansätze. München: Vahlen.

Müller-Seitz, G., Zühlke, D., Braun, T., Gorecky, D., Thielen, T. (2018). Netzwerkbasierte Geschäftsmodellinnovationen – Das Beispiel der Industrie 4.0-Anlage SmartFactoryKL. Die Unternehmung 72(2), 146-168.

Materials

- Lecture: Presentation slides.
- Exercise (,Übung): Presentation slides.

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-MDT-DTG-K-7]

Module	Name	Context	
[WIW-MDT-DTG-M-7]	Integration module: Digital transformation and business model innovations	P: Obligatory	2V+1U, 4.5 LP