Module WIW-MDT-DTG-M-7
Integration module: Digital transformation and business model innovations (M, 4.5 LP)

Module Identification

<table>
<thead>
<tr>
<th>Module Number</th>
<th>Module Name</th>
<th>CP (Effort)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIW-MDT-DTG-M-7</td>
<td><em>Integration module: Digital transformation and business model innovations</em></td>
<td>4.5 CP (135 h)</td>
</tr>
</tbody>
</table>

Basedata

- **CP, Effort**: 4.5 CP = 135 h
- **Position of the semester**: 1 Sem. in WiSe
- **Level**: [7] Master (Advanced)
- **Language**: [DE] German
- **Module Manager**: Roth, Stefan, Prof. Dr. (PROF | DEPT: WIW) (/staff/334/)
- **Lecturers**: Baum, Matthias, Prof. Dr. (PROF | DEPT: WIW) (/staff/45/)
  Müller-Seitz, Gordon, Prof. Dr. (PROF | DEPT: WIW) (/staff/51/)
  Rabl, Tanja, Prof. Dr. (PROF | DEPT: WIW) (/staff/52/)
- **Area of study**: [WIW-MAN] Management Studies
- **Livecycle-State**: [NORM] Active

Courses

<table>
<thead>
<tr>
<th>Type/SWS</th>
<th>Course Number</th>
<th>Choice in Module-Part</th>
<th>SL</th>
<th>PL</th>
<th>CP</th>
<th>Sem.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2V+1U</td>
<td>WIW-MDT-DTG-K-7</td>
<td>P</td>
<td>-</td>
<td>PL1</td>
<td>4.5</td>
<td>WiSe</td>
</tr>
</tbody>
</table>

- About [WIW-MDT-DTG-K-7]: Title: "Integration module: Digital transformation and business model innovations"; Presence-Time: 45 h; Self-Study: 90 h

Examination achievement PL1
Form of examination: presentation
Examination Frequency: Examination only within the course
Separate in-class presentations in the course of the lecture and exercise ('Übung').

Evaluation of grades
All partial module examinations have to be passed. The module grade is the weighted average of the partial examination grades according to the following weights:
50% Presentation in the course of the lecture, 50% Presentation in the course of the exercise ('Übung').

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
- Interorganizationaly 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.

Competencies / intended learning achievements
Competences and aspired objectives (whole module): Successfully accomplishing the module, students are able to,
- ...critically reflect and evaluate aspects of the theoretical findings on the management of the digital transformation in light of examples from managerial practice,
- ...discuss issues on business models and business model innovation from a marketing, organizational behavior, human resource management, international management and entrepreneurship as well as a strategic management perspective,
- ...combine theoretical insights with challenges arising from managerial practice and to address practical problems.

Literature

Materials

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

Requirements for attendance (informal)

Grundlagen aus den Bachelorveranstaltungen Strategic Management, Marketing und Grundlagen der Führung.

Requirements for attendance (formal)

None

References to Module / Module Number [WIW-MDT-DTG-M-7]

<table>
<thead>
<tr>
<th>Module-Pool</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>[WIW-MDT-MPOOL-7 (/mhb/modulepools/WIW-MDT-MPOOL-7/)]</td>
<td>Field of Specialization: Managing the Digital Transformation</td>
</tr>
</tbody>
</table>