Module No. M 4.7
Title Digital Business Development: Trends and Strategies
Module type SU
Language of Instruction English
Teaching Methods Seminar
Frequency weekly
Semester 2
CHW 4
ECTS-Credits 5
Responsibility for the Course Prof. Dr. Lars Brehm
Lecturer Prof. Dr. Lars Brehm & industry experts
Corresponding Courses none
Prerequisites none
Assessment Method StA
Study aids to be used none

*Workload in hours: presence in lectures / Preparation and follow-up of lectures / self study / revision for assessments

Intended Learning Outcomes (Skills, Knowledge, Attitude)

Business development in the digital business also means, besides - the supply of highly individualised and customised solutions - new dimensions of customer orientation, the creation of new markets. After finishing this module, the students are enabled to (1) develop new customer solution concepts based on resp. enhanced by digital technology considering the relevant market and technology trends as well as the business context (especially the business strategy) and (2) to create corresponding business models, marketing strategies and actions. The students get to know the theoretical, scientific, but also practical methods to generate customer-oriented business models for a given problem. Besides the development of digital services, the primary focus lays on integration and application of approaches in a company. Aim of the lecture is to provide the necessary methodologies and competences for this new kind of business development. Moreover, the students work in small groups to develop solution proposals to assigned topics in the context of the course and to present obtained results orally and in writing. This module helps the students to understand the dependencies between new digital technologies and market trends.

Contents

- Initiation and implementation of an internal business development process
- Methods and concepts to generate a digital business model (among others; business model canvas)
- Formulation of business strategies, which are driven by IT technology
- Transformation of a business to a digital business
- Understanding of the Lean Start up approach and its principles
- Criteria for evaluating new products and services

Applied Methods in Business Administration

- Models and methods of analysis (research and analysis methods)
  - market analysis tools, business model generation & analysis & evaluation & validation methods, new product development process models, service design process models,

- Quantitative empirical methods (comparative- statistical, mathematical methods, data analysis)
  - market and investment analysis (incl. KPIs), business modeling, survey, scoring models,

- Qualitative interpretative methods (expert interviews, polls, standardised surveys)
  - case study research and methods, case study analysis, expert interviews

Teaching and learning methods

- Seminar lectures, projects, group work, presentations
Literature


Introduction of further literature during seminars