Courses in English
Course Description

Department
10 Business Administration

Course title
Digital Business Models

Hours per week (SWS)
4

Number of ECTS credits
5

Course objective
While digital technologies are major factors in the transformation of companies and industries, digital transformation is never achieved by digital technologies alone. To achieve such transformation, business models are needed that can link new digital technologies to emerging market needs. In this course, students will develop a profound understanding of digital business models. They will be introduced to the unique components of digital business models as well as to frameworks and methods based on which digital business models are created. Case examples of digital business model generation in different industries will be discussed in small groups, enabling students to apply the obtained methodological knowledge and to evaluate digital business model effectiveness. Obtained results will be presented orally and in writing.

Prerequisites
None

Recommended reading

Teaching methods
- Models and methods of research (research and analysis methods)
- Business model generation, analysis and evaluation
- Lean startup approach
- Seminar lectures
- Case study analysis
- Case project, group work
- Learning Lab
- Presentations

Assessment methods

Language of instruction
English
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<tr>
<th><strong>Name of lecturer</strong></th>
<th>Robert Schweinar, Andreas Hell</th>
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| **Course content**  | • Characteristics and components of digital business models  
|                     | • Digital transformation of business models  
|                     | • Digital business models in different industries |
| **Remarks**         |                               |