Module no. 257

Title Case Study: Projects in Digital Business

Applicability For all business administration courses

Module type Extended module (EM) and Advanced module (AM)

Language English

Teaching method Seminar Frequency Weekly and Block course

Semester 7th Semester

SWS 4

ECTS Credits 5 Workload 50 / 10 / 30 / 60

Corresponding courses None Prerequisite knowledge None

Assessment Seminar paper (English or German) Permitted aids None

Responsible person Prof. Dr. Lars Brehm

Teaching staff Prof. Dr. Lars Brehm, Prof. Dr. Jessica Slamka and Colleagues

Learning Objectives / Competencies:
After finishing the module, students are enabled to understand and apply the fundamentals of digital technologies and the corresponding architectures as well as the business models of digital companies. They learn to develop and implement new business models based on digital technology as a prototype and create related business processes. The aim of this lecture is to provide the necessary methodologies and competences for a 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.

Content:
The students
- understand the fundamentals of digital technologies and the corresponding architectures
- utilize digital technologies to develop new solutions for startups and established enterprises
- apply and develop digital business models
- have the capabilities to consult and apply the new technologies in different environments

Teaching and Learning Methods:
- Lectures
- Team work
- Learning lab
- Project work
- Presentations

Literature