Courses in English

Course Description

Department 10 Business Administration

Course title Digital Technology Management: Products, Processes and Systems (MA)*

Hours per week (SWS) 4

Number of ECTS credits 5

Course objective

Intended Learning Outcomes (Skills, Knowledge, Attitude)
The students are enabled to
• understand the fundamental principles and architectures of the new digital technologies and apply them in the business context to several areas of the business-technology-stack
• analyze the relevance and impact of digital innovation and transformation on distinct business issues in areas like new product development, process management or system architecture and develop solution proposals
• analyze and evaluate proposed solutions to digital innovation topics in international business context and present their results professionally.

Prerequisites

Recommended reading

Teaching methods
• Lectures
• Teaching case study
• Presentations by students
• Presentations by industry experts
• Research cases & expert interviews

Assessment methods
term paper

Language of instruction English

Name of lecturer Prof. Dr. Lars Brehm

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Link
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Course Description

Course content

• Definition, types and examples of digital technologies and recent developments
• Fundamentals of enterprise architectures and the business-technology-stack
• Impact of digital technologies on and opportunities by digital technologies in
• New product development and integrated product and service design
• Digital process management (incl. digital process innovation and optimization)
• Business IT systems with focus on enterprise systems
• Management of digital innovation initiatives in companies
• Future trends in digital technologies

Applied methods in Economics and Business administration
Analysis models and methods (research and analysis models):

• market analysis tools, investment analysis, enterprise architecture methods, new product development
  process models, service design process models, project management models, agile project
  management, process implementation models, business-technology stack

Quantitative empirical methods (comparative – statistical, mathematical methods, data analysis))

• process analysis (incl. KPIs), process simulation, data modeling

Qualitative and interpretative methods (expert interviews, polls, standardised surveys)

• case study research and methods, case study analysis, expert interviews

Remarks