

<b>Digital Business</b>				
<b>Department code:</b> IBM3.3		<b>Module name in German:</b> Digital Business		
<b>Workload:</b> 150 hours, made up of: 72 contact hours 78 self-study hours	<b>ECTS credits:</b> 5 ECTS	<b>Semester:</b> 3rd semester	<b>Frequency of module:</b> Winter semester	<b>Duration:</b> 1 semester
<b>Module type:</b> Compulsory module	<b>Academic level:</b> Bachelor's degree	<b>Suitability of module:</b> Recommended pre-requisite for Bachelor's Thesis; study programmes in the fields of business and economics		
1	<b>Learning outcomes:</b> Students are able to identify drivers and parameters of digital transformation. They can put current developments into a corporate context. They can also develop initial recommendations for the digital transformation of selected business processes. Students recognise essential elements and critical success factors of digital business models. They are able to develop initial, basic business models in selected industries and they recognise the key technologies that can be used within digital business processes and business models.			
2	<b>Module content:</b> <ul style="list-style-type: none"> <li>– Introduction to digital transformation: history/background, key drivers</li> <li>– Current developments, technologies and driving forces of digital transformation: Internet of Things, cyber-physical systems, Industry 4.0, RFID, cloud computing, big data, Artificial Intelligence</li> <li>– Digital transformation of business processes: Porter's value chain / primary and support activities, success factors of digital transformation</li> <li>– Digital business models: prerequisites and success factors, selected examples</li> </ul>			
3	<b>Teaching and learning methods:</b> 3 SWS seminar-type tuition 1 SWS practical tutorial			
4	<b>Module language:</b> English			
5	<b>Pre-requisites for studying this module:</b> required: none recommended: Introduction to Business 1, Introduction to Business 2			
6	<b>Type of examination:</b> Presentation or oral interview			
7	<b>Assessment methods:</b> Graded			
8	<b>Requirements for awarding ECTS credits:</b> Student must pass module examination			
9	<b>Other remarks:</b> None			