

| Title of course | Digital Transformation and Data Value |
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| Responsible instructor | Dr. Christian Leyh |
| Learning objectives | Students will be able to Identify and analyse fundamental issues relating to information technology aspects of everyday business life, Recognize central problems of the digital transformation, Understand the need for a strong digital transformation in companies, Evaluate in which situations the use of digital technologies and concepts is appropriate, Understand the interrelationships and interaction of different digital technologies and concepts, Critically assess the potential of technologies and concepts such as Artificial intelligence and the practical applications in data use and automatisation, Digital platforms and digital business models, Correctly assess the benefits and risks/challenges of current digital technologies and concepts and derive suitable options for action and fields of action, primarily from the company's perspective, Recognize the extent to which information systems and associated data contribute to (operational) value creation, Understand where data has already found its way into value-added processes or can find its way into them, and Identify use cases for data-based value creation |
| Course contents | 1. Fundamentals of the Digital Transformation a. Digitization and Digital Goods b. Characteristics of the Digital Transformation c. Technology trends in Digital Transformation d. Digital platforms e. Success factors and barriers to digital transformation f. Current status of digital transformation in Germany and in country comparison 2. Data Science and Artificial Intelligence a. Basics and characteristics b. Benefits, risks and challenges c. Data usage from a management perspective d. Use cases 3. Digital Platforms and Digital Business Models a. Basics and characteristics b. Benefits, risks and challenges c. Internet economy - effects of digital transformation on value creation d. Use cases 4. Data-based Value Creation a. Basics and characteristics b. The value of data c. Concepts for data-based value creation d. Use cases |
| Teaching methods | ■ Lectures |



| | Hermeneutic discourses Discussion Student presentations Self-study |
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| Prerequisites | There are no formal requirements. |
| Suggested reading | Preferably most recent edition: Aagaard, A.: Digital Business Models - Driving Transformation and Innovation. Springer Hinterhuber, A.; Vescovi, T.; Checchinato, F.: Managing Digital Transformation - Understanding the Strategic Process. Routledge Jabłoński, A.; Jabłoński, M.: Digital Business Models - Perspectives on Monetisation. Routledge Mohanty, S.; Vyas, S.: How to Compete in the Age of Artificial Intelligence - Implementing a Collaborative Human-Machine Strategy for Your Business. Springer Rogers, D.L.: Digital Transformation Playbook - Rethink Your Business for the Digital Age. Columbia Univers. Press Srinivasan, R.: Platform Business Models - Frameworks, Concepts and Design. Springer Weber, A.: Digitalization for Value Creation - Corporate Culture for a Digital World. Springer Wirtz, B.W.: Digital Business Models - Concepts, Models, and the Alphabet Case Study. Springer Further references will be given during the classes. |
| Applicability | This course is in particular applicable to the following Master programmes: International Business and Economics (M.A.; "IBE"), Finance (M.Sc.). This course is also applicable to other business-oriented Master programmes offered by Schmalkalden University of Applied Sciences. |
| Workload | Total workload: 180 hours, of them: Lecture: 45 Self-study: 135, of them: Course preparation (in particular reading): 45 Presentation preparation: 45 Readings and exam preparation: 45 |
| ECTS credit points and weighting factor | 6 ECTS credit points; weighting factor: 6/120 (IBE) or 6/90 (Finance), respectively |
| Basis of student evaluation | Comprehensive written examination, 90 minutes (70%) and presentation (30%) |
| Time | First academic year |
| Frequency | Each academic year |
| Duration | One semester |
| Course type | Elective course |
| Remarks | Teaching language is English. |