Module 5223 Digital Management

1	Module Number 5223	Study Programme IM (MBA)	Semester 2	Offered in ☐ WS ☒ SS	Duration 1 semester	Module Type Compulsory	Workload (h) 240	ECTS Points 8

2	Courses	Teaching and Learning Forms	Contact Time		Self-Study Time	Language
			(SWS)	(h)	(h)	
	a) Digital Enterprise and Information Systems	Lecture	2	30	30	English
	b) Smart Manufacturing	Lecture, exercises	2	30	30	English
	c) Digital Change and Process Management	Lecture, cases	2	30	30	English
	d) Business Simulation	Gamification, simulation	1	15	45	English

3	**Learning Outcomes and Competences** Once the module has been successfully completed, the students **Knowledge and Understanding** • understand and know digitalization concepts driven by technology (Digital Transformation Management) • know the principles and importance of technology integration and changed management needs associated • know methods and tools for establishing a digitalisation strategy in correlation with the company goals. **Use, Application and Generation of Knowledge** *Use and Transfer* • apply methods and tools for managing operations worldwide in a sustainable way *Scientific Innovation* • analyse environmental impacts and problems and develop solutions **Communication and Cooperation** • present contents and discuss them within the peer group **Scientific Self-Conception/ Professionalism** • take different perspectives and points of view on a given situation, weigh them up against each other and make an assessment how and in which steps a implementation could lead to an increase in the sustainability of a company **Methods** • Presentation of the lecturers, discussions, real life case studies, group work, presentations of participants, exchange of experience

4	**Contents** The module covers the following 4 courses: • Digital Enterprise and Information Systems: Business processes supported by the software • Smart Manufacturing: Knowledge of the goals, tasks, framework conditions, processes and methods of the process and factory planning with digital focus • Digital Change and Process Management: Chances and risks of digital transformation ("Industry 4.0") in a production company • Business Simulation: Derivation and development of business solutions in changing economic environment, especially with respect to digitalization This module supplies the student with different tools and methods which are important for the specialization "Digital Transformation"

5	**Participation Requirements** recommended: Participants should have successfully passed the modules "Digital Analytics and Information Management" as well as "Organizational Behaviour and Strategy", and should be able to prepare professional presentations

6	**Examination Forms and Prerequisites for Awarding ECTS Points** • Digital Enterprise and Information Systems, Smart Manufacturing: Written exam graded (120min.) • Digital Change and Process Management: Project work graded • Business Simulation: Certificate of attendance non-graded (Class attendance of more than 80 %)

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7	**Further Use of Module** This module is part of the specialization "Digital Transformation" and lays the foundation for the module "Master's Thesis"
8	**Module Manager and Full-Time Lecturer** Prof. Dr. Siegfried Zürn
9	**Literature** Please see the specific course descriptions
10	**Last Updated** 25.10.2019