COURSE: DIGITAL BUSINESS INNOVATION

In the course "Digital Business Model Innovation," participants learn how to manage disruptive events and developments, as well as how to design and evaluate digital business models. In addition, the transformation towards digital business models is analyzed.

Qualification target:

- Being able to analyze and control disruptive events and developments, deriving business ideas from disruptive events
- Recognising and exploiting the opportunities and risks of digitalisation for industries and companies
- Understanding value and growth drivers for digital business models
- Gain an overview of different digital business models
- Developing a digitalisation strategy and learning about implementation and realization options
- Developing and evaluating digital business models with AI
- Identify innovations and scale even green business ideas

Subcourse 1: Management of disruptive events and developments:

- Being able to analyze and control disruptive events and developments
- Deriving business ideas from disruptive events
- Recognising and exploiting the opportunities and risks of digitalisation for industries and companies

Subcourse 2: Business Model Innovation/ Simulation Game:

- Understanding value and growth drivers for digital business models
- Gain an overview of different digital business models
- Developing and evaluating digital business models
- Identify innovations and scale even green business ideas
- Application of the AI-based simulation game IDEASCANNER

Certificate degree:

Digital further education at university level— our part-time, system-accredited digital study programme at the Digital Business School of the HfWU. Certificates are issued by the Nürtingen-Geislingen University of Applied Sciences.

1 course, 6 ECTS -> No formal requirements for participation

Organization:

Lecturer: Dr. Martin Handschuh, Melanie Stütz
Workload: 150 hours
Framework: Lecture, discussions, exercises, case studies and interactive AI valuation game
Examination: Student research project (100%)
Course Language: English

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