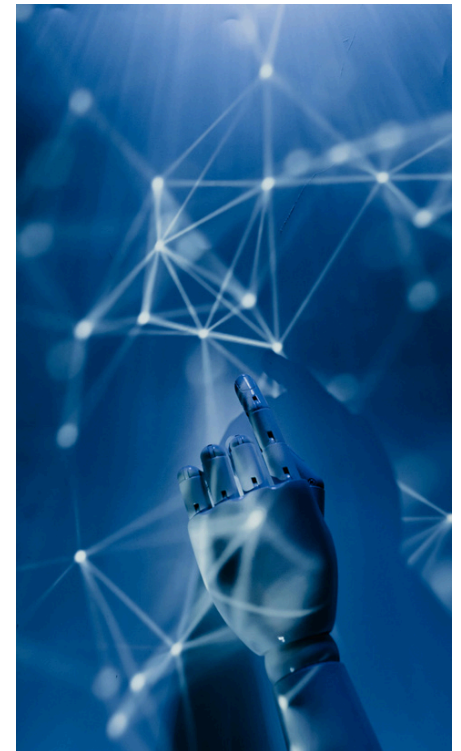


# COURSE: DIGITAL TRANSFORMATION

In this course, students learn to analyze and manage digital transformation processes with a focus on disruptive and platform business models. They also explore corporate culture, participative change management, and intrapreneurship to actively drive business model and organizational transformation.

## Qualification target:

- Understanding digital transformation, especially (disruptive) business models
- Learning to analyze influencing factors as triggers of a business model transformation/technologies of platform business models
- Recognising the reasons for and special features of business model transformation
- Stages of digital transformation, in particular business model transformation incl. case study (multi-level business model)
- Understanding corporate culture, team climate and participative design options
- Understanding possible roles and tasks of the manager and employees (employee participation) in the development of the team and the team climate
- Get to know the forms and dimensions of intrapreneurship and the corresponding cultural elements



## Subcourse 1: Digital Business Model Transformation:

- Multi-level digital business model transformation
- Digital transformation, in particular (disruptive) business models
- Stages of digital transformation, in particular business model transformation incl. case study (multi-level business model)
- Development of a customer-centric digitalisation strategy (incl. product-market fit analysis)
- Influencing factors as triggers for business model transformation/ Platform Business Model technologies
- Reasons for and special features of business model transformation

## Subcourse 2: Participative transformation & change management:

- Corporate culture, team atmosphere and participative design options
- Concepts that enable the team climate to be used for the further development of the corporate culture
- Possible roles and tasks of the manager and employees (employee participation) in the development of the team and the team climate
- Implementation example of a team transformation and its effects
- Forms & dimensions of intrapreneurship and the corresponding cultural elements
- Development of a participative transformation & change management concept

## 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:** Prof. Dr. Michael Hepp, Prof. Dr. Stefan Remhof

**Workload:** 150 hours

**Framework:** Lecture, discussions, exercises and case studies

**Examination:** Paper/ Presentation (100%)

**Course Language:** English