# Course H8.2 XXX182 Digital Business

This course is a Compulsory in module H8

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| Person responsible for the course | Prof. Dr. Michael Ruf |
| Semester | 4 |
| Frequency | Winter and summer semester |
| Type of Course | Lecture with integrated exercise |
| Language of instruction | English |
| Credit points (ECTS) | 2.5 |
| Contact hours per week | 2.0 |
| Workload - contact hours | 30 |
| Workload - self-study | 32.5 |
| Detailed remarks on the workload | Contact hours, preparation and follow-up work and exam preparation |
| Type of examination | PK (Module-specific time-constraint assignment) |
| Exam duration | 120 minutes |
| Type of course unit | Compulsory |
| Requirements for participation | none |
| Teaching/learning methods | Interactive lecture, presentations, talks by practitioners, exercises, case studies, guidance for self-study |
| Professional competence: In-depth knowledge and comprehension | Students are able to recognise the reasons, special features, limits, terminology and doctrines of the subject area<br>define and interpret "digital business". They have comprehensive, detailed and specialised knowledge of the latest findings in the teaching and research field of digital transformation and digital business with exemplary applications in selected business functional areas. |
| Professional competence : conative skills, analysis and synthesis of knowledge | Students have specialised technical or conceptual skills for solving strategic and operational problems of a company's digital business operations.<br>They are able to apply their problem-solving knowledge to new situations that have a broader or multidisciplinary connection to their field of study. Students are confronted with current research results from the field of digital economics and are able to present and explain them. |

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| Personal competence:<br>Social competence | Students discuss alternative solutions to problems in a factual and professional manner and recognise the potential for conflict when working with other group members. Through constructive, conceptual behaviour, they ensure the implementation of solution processes appropriate to the situation and conduct sector-specific and cross-sector discussions. |
| Personal competence:<br>Independence /<br>autonomy | Students use suitable resources and independently acquire knowledge for this purpose. They define goals for new application-orientated tasks and reflect on possible social, economic and cultural effects. |
| Competence level according to GQF | 6 |
| Contents | • Digital change as a megatrend<br>• Causes and foundations of digital business models<br>• "Driver technologies" for digital transformation and digital business such as automation, cloud computing, containers, IoT, machine learning, etc.<br>• Platforms, digital business models, agile methods as central elements of the digital economy<br>• Data Science<br>• Process digitisation<br>• Application scenarios for digital transformation in selected business areas |
| Recommended optional programme components | none |
| Additional specifics | none |
| Literature/learning sources | • Basu, A./Muylle, S. (2023): Competitive digital innovation: transforming products, processes and business models to win in the digital economy, Palgrave Macmillan, Cham.<br>• Singh, G./Goel, R./Gar, V. (2023, edts.): Industry 4.0 and the Digital Transformation of International Business, Springer, Singapore.<br>• Wirtz, B. W. (2024): Digital business and electronic commerce: strategy, business models and technology, Springer, Cham.<br>• Zarifis, A. et al. (2024): Business Digital Transformation: Selected cases from industry leaders, Springer, Cham. |
| Scheduled | Regular |
| Combined assessment | Not applicable |