

## Course T4.3 XXX343 Digital Transformation of International Business

This course is elective in the module

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| Person responsible for the course                                              | Prof. Dr. Björn Röber                                                                                                                                                                                                                                                          |
| 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                                               | <ul style="list-style-type: none"> <li>• Preparation and follow-up of lectures and presentations</li> <li>• Work on current topics and exercises including literature reviews</li> <li>• Preparation of presentations in groups</li> </ul>                                     |
| Type of examination                                                            | LR (course-specific paper / presentation)                                                                                                                                                                                                                                      |
| Exam duration                                                                  | Not applicable                                                                                                                                                                                                                                                                 |
| Type of course unit                                                            | Elective                                                                                                                                                                                                                                                                       |
| Requirements for participation                                                 | None                                                                                                                                                                                                                                                                           |
| Teaching/learning methods                                                      | <ul style="list-style-type: none"> <li>• Lectures</li> <li>• Group work and discussions</li> <li>• Presentations by the students</li> </ul>                                                                                                                                    |
| Professional competence: In-depth knowledge and comprehension                  | Students deepen their understanding of digital transformation in the context of international management. They understand the impact of digital technologies on global business strategies and processes and learn how to apply these insights to international organisations. |
| Professional competence : conative skills, analysis and synthesis of knowledge | In the context of international management, students deepen their competences in researching and interpreting digital transformation topics by preparing and presenting their own research topics.                                                                             |
| Personal competence: Social competence                                         | By presenting previously analysed case studies and other group exercises, students improve their teamwork capabilities, as well as communication, argumentation and conflict resolution skills.                                                                                |
| Personal competence: Independence / autonomy                                   | Students develop their ability to work independently by researching, critically reviewing and analysing texts. They learn to present effectively and lead argumentative discussions.                                                                                           |
| Competence level according to GQF                                              | 6                                                                                                                                                                                                                                                                              |

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| Contents                                  | <ul style="list-style-type: none"> <li>• Core concepts of the digital era in the context of international management</li> <li>• Challenges and opportunities presented by digital business models for multinational companies</li> <li>• Strategic approaches to digital transformation in multinational corporations</li> <li>• Digital business models and ecosystems in an international context</li> <li>• Case study analyses of digital transformation in multinational corporations</li> </ul> |
| Recommended optional programme components | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Additional specifics                      | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Literature/learning sources               | <ul style="list-style-type: none"> <li>• Babu, George and Justin, Paul (eds.): Digital Transformation in Business and Society - Theory and Cases, current edition, Palgrave-Macmillan.</li> <li>• Rogers, David L.: The Digital Transformation Playbook: Rethink Your Business for the Digital Age</li> </ul>                                                                                                                                                                                         |
| Scheduled                                 | Regular                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Combined assessment                       | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |