Georg-August-Universität Göttingen **Module M.WIWI-BWL.0136: Digital Transformation**	6 C 2 WLH
Learning outcome, core skills: This course aims to develop a cross-functional and managerial understanding of digital transformation of business. Specifically, participants will be able after this course to make decisions related to the idea of leveraging digital resources for differential value creation. Participants will learn how to evaluate and assess the impact of digital technologies in the firm's environment, including customers, competitors, and broader communities. In addition, participants will be able to create strategies and approaches that are needed to prepare an organization for competing in the digital world. In sum, after taking this course, students will be able to know the foundations of how to manage the digital transformation inside an incumbent firm.	**Workload:** Attendance time: 28 h Self-study time: 152 h

Course: M.WIWI-BWL.0136.Lec **Digital Transformation** (Lecture) *Contents*: Until recently, the knowledge of Information Technology (IT) and its application in the enterprise had been confined to the IT Department, requiring top management to take very concrete decisions from time to time. Not anymore. Today – in the digital age – successful business managers understand "digital", anticipate its impact on business, and leverage that insight for building digital competencies across the entire organization. The digital age is fueled by the drastic reduction in the cost of processing, storage, and communication, creating a high-density digital environment. During the last years, we have witnessed the "consumerization" of digital technologies, that is, the scope and impact of these technologies now transcends the application domain of enterprises to include large parts of society. Technology today is both available and affordable. This creates a new phenomenon where individuals incorporate cutting-edge digital technologies in their personal lives before businesses get a chance to adopt and implement them. In a way, this leads to a new kind of digital divide –that between society and business. Customers and employees of the younger generation come with new expectations that companies are not prepared to meet. To address this challenge, today's business leaders must be able to think digital. Thinking digital does not equal thinking IT. Digital focuses much less on process automation, transactions, and efficiency, and much more on creating new value-added experiences and interactions with customers, employees, and business partners. Ultimately, it enables the firm to generate new revenue by finding unique ways to combine its physical and digital resources.	2 WLH
Examination: Written examination (90 minutes) M.WIWI-BWL.0136.Mp: Digital Transformation **Examination prerequisites:** Regular and active course attendance and participation.	6 C

Examination requirements: In order to accomplish successfully this course, students are expected to document an understanding of:	

- Main digital drivers and their impact on society/business
- Digital capabilities needed to face potential digital disruptions
- Concepts and frameworks of digital transformation initiatives
- Managerial capabilities needed to address digital transformation initiatives

Admission requirements:	**Recommended previous knowledge:**
none	Basic knowledge in firms and markets and information and communication systems
Language:	**Person responsible for module:**
English	Prof. Dr. Robert Wayne Gregory
Course frequency:	**Duration:**
each summer semester	1 semester[s]
Number of repeat examinations permitted:	**Recommended semester:**
twice	1 - 4
Maximum number of students:	
30	

Additional notes and regulations:
Limitation of the "lecture" due to the case studies.