

<b>Georg-August-Universität Göttingen</b> <b>Module M.WIWI-WIN.0034: Digital Strategy and Interorganizational Information Systems</b>	6 C 4 WLH
<b>Learning outcome, core skills:</b> This module covers the fundamentals of digital strategy and interorganizational information systems. Students will be able to apply this knowledge to critically analyze and evaluate the opportunities and threats of the digital connectivity, collaborations, and channels. It equips them with the necessary concepts and approaches to develop strategies in digitized market environments. Furthermore, they gain insights into current issues in the topic area such as omnichannel strategies, digital collaboration, digital customer interactions, or ethical issues. Within the exercise part of the course, students apply their acquired knowledge to real life cases. Thereby, students will be equipped with the capability to work in a group on a specific problem and to exploit concepts and theories to address problems observed in practice.	<b>Workload:</b> Attendance time: 56 h Self-study time: 124 h
<b>Course: M.WIWI-WIN.0034.Lec Digital Strategy and Interorganizational Information Systems (Lecture)</b> <i>Contents:</i> This course covers the fundamentals of digital business strategies and the opportunities and challenges arising from interorganizational information systems with a particular focus on digital interactions and exchange with other market entities (i.e., firms, customers). Topics covered in this lecture include: <ul style="list-style-type: none"> <li>• Digital strategy and digital business models</li> <li>• Interorganizational information systems</li> <li>• Omnichannel strategies</li> <li>• Information goods and servitization</li> <li>• Digital price discrimination</li> <li>• Digital customer interaction strategies</li> <li>• The role of data and information privacy</li> <li>• Ethical aspects</li> </ul>	2 WLH
<b>Course: M.WIWI-WIN.0034.Ex Digital Strategy and Interorganizational Information Systems (Exercise)</b> <i>Contents:</i> In the accompanying exercise sessions, students apply their knowledge gained in the lecture by presenting and discussing practical cases.	2 WLH
<b>Examination: Written examination (60 minutes)</b> M.WIWI-WIN.0034.1: Digital Strategy and Interorganizational Information Systems	4 C
<b>Examination: Case study presentation and discussion</b> M.WIWI-WIN.0034.Mp: Digital Strategy and Interorganizational Information Systems	2 C
<b>Examination requirements:</b>	

<ul style="list-style-type: none"> <li>• Demonstration of in-depth knowledge on the nature of digital strategy and the role of interorganizational information systems,</li> <li>• proof of an understanding of the opportunities when competing and collaborating digitally,</li> <li>• evidence of the ability to apply concepts of digital strategy and interorganizational information systems to analyze selected cases.</li> </ul>	
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<b>Admission requirements:</b> none	<b>Recommended previous knowledge:</b> none
<b>Language:</b> English	<b>Person responsible for module:</b> Prof. Dr. Manuel Trenz
<b>Course frequency:</b> each summer semester	<b>Duration:</b> 1 semester[s]
<b>Number of repeat examinations permitted:</b> twice	<b>Recommended semester:</b> 1 - 3
<b>Maximum number of students:</b> not limited	