

## Courses in English Course Description

<b>Department</b>	10 Business Administration
<b>Course title</b>	<b>Research Study: Challenges in Digital Technology Management</b>
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	<p>The students are enabled to</p> <ul style="list-style-type: none"><li>• apply the fundamental principles of research and usage for technology foresight</li><li>• explain new ways of technology development and business application</li><li>• realize a comprehensive empirical research study, thereby extending their knowledge and competencies of applying scientific research methods</li><li>• present and discuss findings with industry experts and the scientific community, thereby strengthening their ability to engage in critical discourse and reflect on own research findings</li></ul>
<b>Prerequisites</b>	50 ECTS
<b>Recommended reading</b>	Introduction to and identification of further literature as part of the course
<b>Teaching methods</b>	<ul style="list-style-type: none"><li>• Seminar teaching</li><li>• Presentation</li><li>• Empirical research study</li></ul>
<b>Assessment methods</b>	ModA (80%) and presentation (20%)
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Eva Anderl, Dr. Isabelle Kes
<b>Email</b>	<a href="mailto:eva.anderl@hm.edu">eva.anderl@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	<p>New digital technology has disruptive effects on business models and strategies, transforms the operations of organizations, connects people and organizations and creates new work patterns. In many scenarios, digital business models rely on data that is collected through digital technology and used in the creation of digitized processes, products and service offerings.</p> <p>A comprehensive data strategy is needed to use data efficiently and to be able to address the challenges when dealing with data. In this research study seminar, students will realize a comprehensive empirical research study on the key drivers of a successful data strategy implementation and identify methods for measuring the success of data strategy implementation in companies.</p>
<b>Remarks</b>	