

Courses in English Course Description

Department	10 Business Administration
Course title	Research Study: Challenges in Digital Technology Management
Course number	M4.13
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	<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. At the end of the course, students should ...</p> <ul style="list-style-type: none">- know how to develop and define a (digital) strategy- be aware of the dos and don'ts of (digital) strategy development- have generated a good understanding how to operationalize (digital) strategy- know how to translate (digital) strategy in different forms of organization- understand and know how to uncover trending topics around strategy, data and organization and how to deal with hypes and how to evaluate them strategically
Prerequisites	None - but an interest in current trending topics and willingness to openly discuss in class
Recommended reading	Relevant literature sources will be referred to in the course on a topic-related basis.
Teaching methods	Seminar (interactive discussions, presentation of group work and case study development)
Assessment methods	ModA (80%) + Pres (20%) (Case studies based upon qualitative interviews)
Language of instruction	English
Name of lecturer	Dr. Isabelle Kes
Email	isabelle.kes@hm.edu
Link	
Course content	<p>Course will be divided in 3 Elements:</p> <ol style="list-style-type: none">1) Strategy development<ul style="list-style-type: none">- Elements of a (digital) strategy- Process of strategy development2) Operationalization of a strategy<ul style="list-style-type: none">- KPI Framework- Measurement- Communication3) Strategies impact on organization<ul style="list-style-type: none">- Different forms of organizational structures- Roles & Responsibilities- Processes
Remarks	