

Courses in English Course Description

Department	10 Business Administration
Course title	Research Study: Challenges in Digital Technology Management
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	The students are enabled to <ul style="list-style-type: none">• apply the fundamental principles of research and usage for technology foresight• explain new ways of technology development and business application• realize a comprehensive empirical research study, thereby extending their knowledge and competencies of applying scientific research methods• 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
Prerequisites	50 ECTS
Recommended reading	Introduction to and identification of further literature as part of the course
Teaching methods	<ul style="list-style-type: none">• Seminar teaching• Presentation• Empirical research study
Assessment methods	ModA (80%) and presentation (20%)
Language of instruction	English
Name of lecturer	Prof. Dr. Eva Anderl, Prof. Dr. Marcel Hülsbeck
Email	eva.anderl@hm.edu
Link	
Course content	<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>
Remarks	