

Courses in English Course Description

Department	10 Business Administration
Course title	Research Methods: Digital Products, Processes and Systems
Course number	
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	After finishing this module, the students are enabled (1) to understand the fundamental principles and architectures of the new digital technologies and to apply them in the business context to several areas of the business-technology-stack, (2) to analyze the relevance and impact of digital innovation and transformation on distinct business issues in areas like new product development, process management or system architecture and (3) to analyze and to evaluate proposed solutions to digital innovation topics in international business context and present their results professionally. The students work in small groups to develop and to present solution proposals to assigned topics in the context of the course. This module helps the students to understand the dependencies between new digital technologies and their application in the business world.
Prerequisites	
Recommended reading	<p>Alstyne, M.W.V., Parker, G.G., Choudary, S.P., 2016. Pipelines, Platforms, and the New Rules of Strategy. <i>Harvard Business Review</i> 94, 54–62.</p> <p>Capgemini Consulting, MIT Sloan Management, 2011. <i>Digital Transformation: A Road-Map for Billion-Dollar Organizations</i>.</p> <p>Fichman, R.G., Dos Santos, B.L., Zheng, Z. (Eric), 2014. Digital Innovation as a Fundamental and Powerful Concept in the Information Systems Curriculum. <i>MIS Quarterly</i> 38, 329–A15.</p> <p>Johnson, M.W., 2018. <i>Reinvent your business model: how to seize the white space for transformative growth</i>. Harvard Business Review Press, Boston, Massachusetts.</p> <p>Kavadias, S., Ladas, K., Loch, C., 2016. The Transformative Business Model. <i>Harvard Business Review</i> 94, 90–98.</p> <p>Laudon, K.C., Laudon, J.P., 2013. <i>Management Information Systems: Managing the Digital Firm</i>, 13th ed. Prentice Hall.</p> <p>Laudon, K.C., Traver, C., 2013. <i>E-Commerce 2014</i>, 10 edition. ed. Prentice Hall, Upper Saddle River, New Jersey.</p> <p>Porter, M.E., Heppelmann, J.E., 2014. How Smart, Connected Products Are Transforming Competition. <i>Harvard Business Review</i> 92, 64–88.</p> <p>Porter, M.E., Heppelmann, J.E., 2015. How Smart, Connected Products Are Transforming Companies. <i>Harvard Business Review</i> 93, 96–114.</p> <p>Venkatraman, N., 1994. IT-enabled business transformation: from automation to business scope redefinition. <i>Sloan management review</i> 35, 73–73.</p>
Teaching methods	<ul style="list-style-type: none"> > Lectures > Teaching case study > Exkursionen > Learning Labs > Presentations by students > Presentations by industry experts > Research cases & expert interviews
Assessment methods	
Language of instruction	English
Name of lecturer	Prof. Dr. Lars Brehm
Email	lars.brehm@hm.edu
Link	

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- Course content**
- > Definition, types and examples of digital technologies and recent developments
 - > Fundamentals of enterprise architectures and the business-technology-stack
 - > Impact of digital technologies on and opportunities by digital technologies in
 - > New product development and integrated product and service design
 - > Digital process management (incl. digital process innovation and optimization)
 - > Business IT systems with focus on enterprise systems
 - > Management of digital innovation initiatives in companies
 - > Future trends in digital technologies

Remarks