



Digital Business

Digital Services & Sustainability

Winter Semester

Institute:	Professorship of Digital Services and Sustainability
Lecturer:	Prof. Dr. Johann Kranz
Assistant:	TBA
Weekly hours:	blocked
Credits	6 ECTS
Examination:	Writing a seminar paper incl., a presentation
Prerequisites:	Recommendation: Events of the specialization "Digital Business"
Course Material:	Slides and mandatory readings online

Course Description & Main Objectives

In the course of the seminar, participants conduct independent investigations on scientific questions from the research areas of the chair. The main topics are divided into two areas:

1. Digital transformation and innovations in companies to achieve strategic competitive advantages.
2. Use of digital technologies in business and society to increase sustainability and resource efficiency.

In addition to imparting specific knowledge in these areas, students will be prepared for the requirements of a bachelor's thesis by preparing a scientific seminar paper. In a final presentation, the participants will present their results followed by a discussion. This is intended to further consolidate both the communicative skills and the presentation skills of the students.



Lectures Overview / Course Outline

- 1 Kick-Off
- 2 Interim Presentation
- 3 Final Presentation
- 4 Seminar Thesis Submission

Literature

Relevant literature is referred to in the respective session.



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