

MAN 699 Advanced Topics in Digital Transformation

Instructor	Dr. Leo Schmallenbach
ECTS	6
Hours/week	2 + self-study
Aim of the module	<p>This course focuses on advanced topics in digital transformation, exploring the latest developments and trends in the realm of technology-driven change. Through the lens of case studies, analyzed in group projects and in-class discussions, students will gain a comprehensive understanding of how digital transformation is reshaping organizations and industries. The course is divided into four main modules, each centered around a specific case study related to digital transformation:</p> <ul style="list-style-type: none"> • Digital Transformation and Change • Future of Work • Innovating in the Digital Era • AI and Data Analytics
Dates	<p>Session 1 (Kick-off): 09.09.2024 – 15:30 – 17:00</p> <p>Session 2 (Case 1): 24.09.2024 – 15:30 – 17:00</p> <p>Session 3 (Case 2): 01.10.2024 – 15:30 – 17:00</p> <p>Session 4 (Case 3): 08.10.2024 – 15:30 – 17:00</p> <p>Session 5 (Case 4): 15.10.2023 – 15:30 – 17:00</p> <p>Session 6 (Wrap-up Session): 22.10.2023: 15:30 – 17:00</p>
Prerequisite	Recommended: Master-level knowledge on innovation and management, e.g., MAN 690 Innovation Management
Registration	<p>YES. The number of participants is restricted. Students must formally apply for this seminar course by handing in an application including a motivation letter (1 page), CV (1-2 pages), and a current transcript of records.</p> <p>Applications (including student ID) can be submitted to: orga@bwl.uni-mannheim.de by e-mail.</p> <ul style="list-style-type: none"> • Application deadline: 04.09.2024 • Announcement of participants: 06.09.2024
Form of assessment	<ul style="list-style-type: none"> - Oral presentations (60%) - Final report (40%)
Semester	Fall term
Language	English