

Module Description	Green Economy & Digital Innovation
Semester	1 (Winter Semester)
ECTS-Punkte (duration)	5 ECTS (1 Semester) / 4 SWS
Workload	45 h Contact + 105 h Self Study
Dates	13-16 November 2023 (block) + 1 date tba for presentation
Prerequisites	Introductory Classes in Organization
Examination	Presentation
Content examination	<ul style="list-style-type: none"> • Presentation: 15 – 20 min. (60 %) • Written proposal, 8 – 12 pages (40 %)
Study methods	Lecture, case studies, group work, guest lecture, innovation methods (lean startup, design thinking, SCRUM)
Module responsibility	A. Wolf

Qualification

Knowledge and understanding: Students gain broad and integrated knowledge and understanding of the basics of sustainable transformation processes in companies using the example of product innovations.

Use, application, generation of knowledge: Students develop meaningful and sustainable product innovations through market-oriented thinking and interpretation of market situations and results. They compare theory and practice, reflect critically and differentiate between different perspectives.

Professionalism: Students create solutions with innovative methods and tools in application-oriented practical projects through teamwork (group dynamics) and implement them independently.

Communication and cooperation: Students formulate technical and factual solutions to problems and can argue and justify them in discourse in a theoretically and methodologically sound manner. They present their solutions professionally, justify their design and decision-making reasons and critically relate them to social expectations and consequences.

Content

Digital technologies affect the business models of established companies. The transformation of traditional players through new technologies creates new values in business models, customer experiences and the internal company functions that support the existing core operations. A digital transformation strategy requires companies to improve their business processes and develop new functions and business models. In this economic reality where entire industries are in turmoil, actionable intelligence in innovative products is the new currency.

Digital transformation is the integration of digital technology into all areas of a company. It fundamentally changes how companies operate and create added value for their customers in order to (continue to) remain competitive. It's also a cultural shift that requires companies to constantly challenge the status quo, experiment and grapple with faster learning. The digital transformation offers a valuable opportunity for core business functions as well as product innovations to (even) better meet customer needs with various tools such as big data analytics, machine learning or cloud.

Due to the legal framework, the aspect of sustainability is increasingly being taken into account during implementation. Transformation strategies take into account the UN Sustainable Goals and ESG criteria for the internal and external change of organizations. The question of survival is posed in a more differentiated way under the aspects of limited resources and circular economy.