

Digital Transformation

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UNIVERSITÄT
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Strategic Management
and Organization



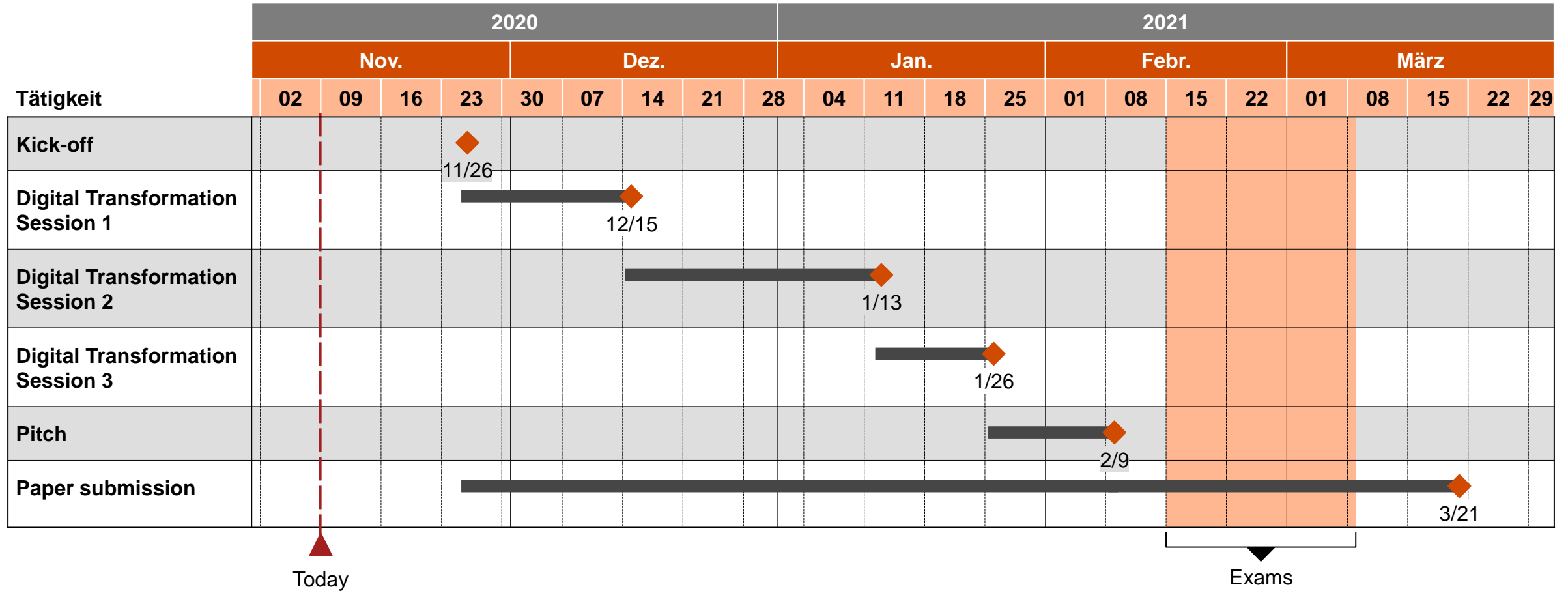
Digital Transformation

Content

Kick-off	Session 1	Session 2	Session 3	Pitch	Paper Submission
<ul style="list-style-type: none"> Introduction to Digital Transformation Presentation and timeline approach Team formation Course details Guidelines for case selection 	<p>Digital Transformation</p> <ul style="list-style-type: none"> Transformation basics COVID-19 impact on digitalization From strategy to transformation Transformation key elements Transformation management <p>Pitch preparation</p> <ul style="list-style-type: none"> Approach, scope and format Story telling and presentation Code of conduct Task assignment (elevator pitch) 	<p>Digital Transformation</p> <ul style="list-style-type: none"> Accelerated technology development Emerging technologies and use cases Industry best-practices Organizational paradigms for digitalization Digital Units as transformation accelerators 	<p>Digital Transformation</p> <ul style="list-style-type: none"> Digital identity and collaboration Digital Ecosystems (inter-company perspective) Cyber security Outlook and current developments 	<ul style="list-style-type: none"> Case presentation (Digital) strategy outline Digital transformation approach Technology scope Disruption strategy Implications 	<p>Each team submits a short paper for their case (8 pages)</p>
		Elevator pitch	Disruption pitch		

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Timeline (preliminary)



Additional information

Please find additional important information below

- Kick-Off: 26.11.2020 4-5pm via Zoom
- ECTS: 6
- Name: Digital Transformation
- Crediting: „V6-4 Ausgewählte Aspekte des Strategischen Managements“
- Exam: Oral contribution, pitch and short paper
- Language: English
- Format: online, active contribution required
- eLearning: <https://elearning.uni-bayreuth.de/course/view.php?id=28515>