

Digital Transformation The Energy Market

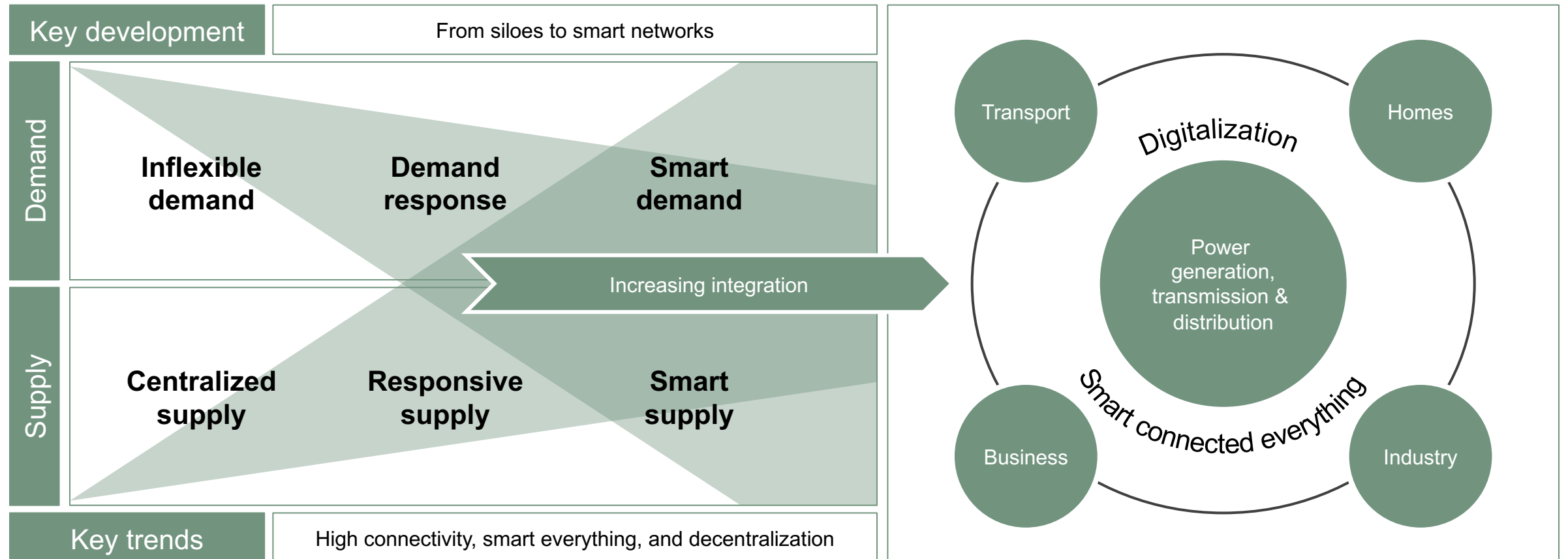
SS 2023 / V6-4 Ausgewählte Aspekte des
Strategischen Managements

Dr. Andreas Reuschl, Peter Schorsch
und Maximilian Deist



Digital Transformation in the energy market

Digitalization impacts all areas, stakeholders and technologies – and creates tremendous potentials in the energy market



Digital Transformation: The Energy Market

3-day Workshop, June 12-14, 2023

Briefing, 20.04.23, 4pm s.t.	Day 1, 12.06.23	Day 2, 13.06.23	Day 3, 14.06.23	Paper Submission
<ul style="list-style-type: none">▪ Introduction to Digital Transformation and the energy case▪ Presentation and timeline approach▪ Team formation▪ Course details▪ Guidelines for case selection	<p>Case introduction</p> <ul style="list-style-type: none">▪ Company presentation e.on▪ Overview for Energy case▪ Q&A session <p>Theory 1</p> <ul style="list-style-type: none">▪ Transformation basics▪ Energy market digitalization▪ From strategy to transformation▪ Transformation key elements & management <p>Pitch preparation</p> <ul style="list-style-type: none">▪ Approach, scope and format▪ Story telling and presentation▪ Code of conduct (elevator pitch)	<p>Theory 2</p> <ul style="list-style-type: none">▪ Energy Deep Dive▪ Accelerated technology development▪ Emerging technologies and use cases▪ Industry best-practices▪ Organizational paradigms for digitalization▪ Digital Units as transformation accelerators <p>Elevator pitch</p>	<p>Theory 3</p> <ul style="list-style-type: none">▪ Energy deep dive▪ Digital identity and collaboration▪ Digital Ecosystems (inter-company perspective)▪ Cyber security▪ Outlook and current developments <p>Case pitch</p>	<p>Each team submits a short paper for their case mid of August (8 pages)</p>

Q&A

Please find additional important information below

- Information meeting: 20.04.2023 4-5 p.m.
- ECTS: 6
- Name: Digital Transformation
- Crediting: further details will be announced during the information meeting.
- Exam: Oral contribution, pitch and short paper
- Language: English
- Format: on-site block workshop
- eLearning: <https://elearning.uni-bayreuth.de/course/view.php?id=37100>
- CM-Life: <https://my.uni-bayreuth.de/cmlife/s/courses/Ly91YnRAY21jby9hcGkvY291cnNlcy8zMjQ3MjI/overview>

How will the Energy Market transform?

Dr. Andreas Reuschl

Senior Manager

kobaltblau Management Consultants GmbH

Mail: andreas.reuschl@kobaltblau.com

Peter Schorsch

Referent Digital Services

E.ON Deutschland

Mail: peter.schorsch@eon.com

Maximilian Deist

Wissenschaftlicher Mitarbeiter

Uni Bayreuth, Strategisches Management und Organisation

Mail: maximilian.k.deist@uni-Bayreuth.de

