

# Digital Transformation The Energy Market

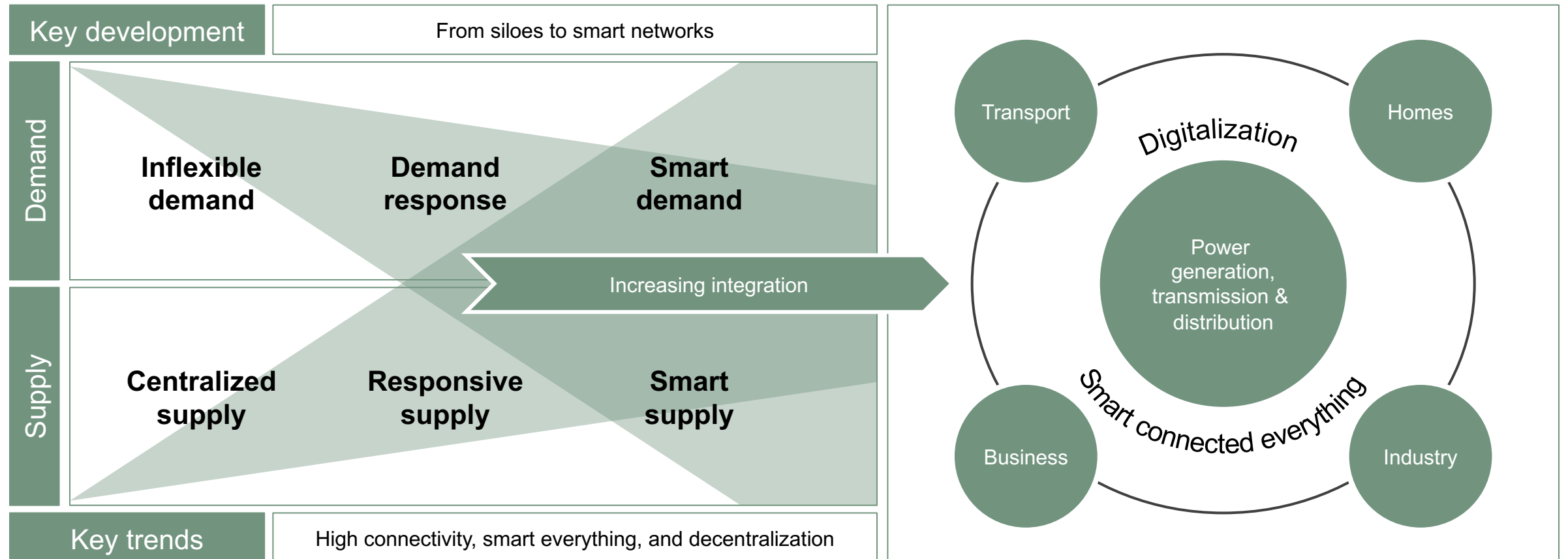
SS 2023 / V6-4 Ausgewählte Aspekte des  
Strategischen Managements

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# 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-days workshop, May 10-12, 2023

| Briefing, 20.04.23, 4pm s.t.  | Day 1, 10.05.23  | Day 2, 11.05.23  | Day 3, 12.05.23  | Paper Submission  |
|---|--|--|--|---|
| <ul style="list-style-type: none"><li>▪ Introduction to Digital Transformation and the energy case</li><li>▪ Presentation and timeline approach</li><li>▪ Team formation</li><li>▪ Course details</li><li>▪ Guidelines for case selection</li></ul> | <p><b>Case introduction</b></p> <ul style="list-style-type: none"><li>▪ Company presentation e.on</li><li>▪ Overview for Energy case</li><li>▪ Q&amp;A session</li></ul> <p><b>Theory 1</b></p> <ul style="list-style-type: none"><li>▪ Transformation basics</li><li>▪ Energy market digitalization</li><li>▪ From strategy to transformation</li><li>▪ Transformation key elements &amp; management</li></ul> <p><b>Pitch preparation</b></p> <ul style="list-style-type: none"><li>▪ Approach, scope and format</li><li>▪ Story telling and presentation</li><li>▪ Code of conduct (elevator pitch)</li></ul> | <p><b>Theory 2</b></p> <ul style="list-style-type: none"><li>▪ Energy Deep Dive</li><li>▪ Accelerated technology development</li><li>▪ Emerging technologies and use cases</li><li>▪ Industry best-practices</li><li>▪ Organizational paradigms for digitalization</li><li>▪ Digital Units as transformation accelerators</li></ul> <p><b>Elevator pitch</b></p> | <p><b>Theory 3</b></p> <ul style="list-style-type: none"><li>▪ Energy deep dive</li><li>▪ Digital identity and collaboration</li><li>▪ Digital Ecosystems (inter-company perspective)</li><li>▪ Cyber security</li><li>▪ Outlook and current developments</li></ul> <p><b>Case pitch</b></p> | <p>Each team submits a short paper for their case (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?

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