

Digital Transformation The ESG catalyst

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Strategic Management
and Organization



Digital Transformation: The ESG catalyst



ESG are a set of environmental, social and governance standards for company operations; criteria used by many investors. ESG represents risks and opportunities that will impact a company's ability to create long-term value including climate change and resource scarcity; D&I, safety issues and data security; and board diversity, executive pay and tax transparency.

With the “Lieferkettensorgfaltspflichtengesetz” becoming effective on January 1st 2023, ESG might become a major driver for accelerated digitalization with a focus on increased governance effectiveness, improved social responsibility and enhanced sustainability.

In this lecture we will discuss the basics of digital transformations and deep dive into the potential ESG impact.

Digital Transformation: The ESG-Catalyst

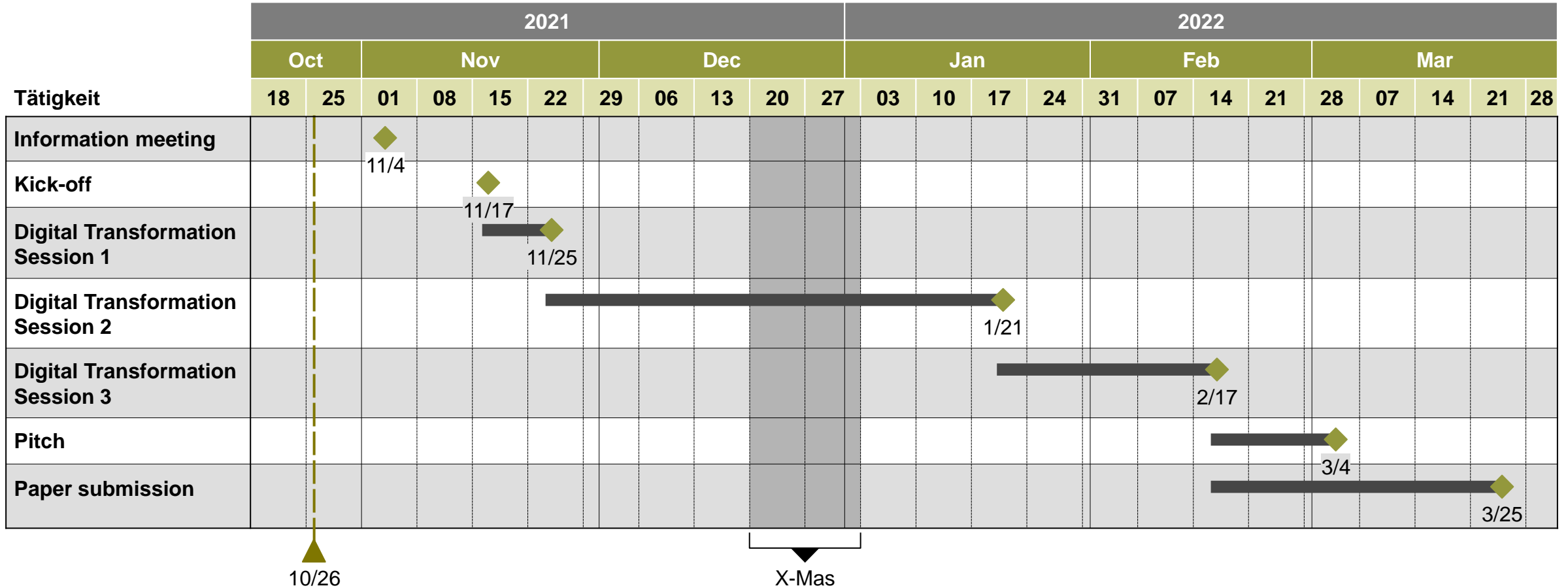
Content

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 ▪ ESG 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"> ▪ ESG 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>Digital Transformation</p> <ul style="list-style-type: none"> ▪ ESG deep dive ▪ Digital identity and collaboration ▪ Digital Ecosystems (inter-company perspective) ▪ Cyber security ▪ Outlook and current developments <p>Disruption pitch</p>	<ul style="list-style-type: none"> ▪ Case presentation ▪ (Digital) strategy outline ▪ Digital transformation approach ▪ Technology scope ▪ ESG strategy ▪ Implications 	<p>Each team submits a short paper for their case (8 pages)</p>

Digital Transformation

Timeline (preliminary)

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Additional information

Please find additional important information below

- Information meeting: 04.11.2021 13-14h c.t.
- Kick-Off: 17.11.2021 15-17h c.t.
- ECTS: 6
- Name: Digital Transformation
- Crediting: „V6-4 Ausgewählte Aspekte des Strategischen Managements“
- Exam: Oral contribution, pitch and short paper
- Language: English
- Format: on-site sessions
- eLearning: <https://elearning.uni-bayreuth.de/course/view.php?id=32668>
- Further information: andreas.reuschl@pwc.com & roman.barwinski@uni-bayreuth.de