

Modulbezeichnung (eng.)	Digital Economy & Society (Digital Economy & Society)	
Semester	WPF	
ECTS-Punkte (Dauer)	5 (1 Semester)	
Art	Wahlpflichtfach	
Sprache(n)	Englisch	
Studentische Arbeitsbelastung	60 h Kontaktzeit + 90 h Selbststudium	
Voraussetzungen (laut BPO)		
Empf. Voraussetzungen		
Verwendbarkeit	Mall	
Prüfungsform und -dauer	Klausur 1,5h oder mündliche Prüfung oder Studienarbeit	
Lehr- und Lernmethoden	Vorlesung, Seminar, studentische Arbeit	
Modulverantwortlicher	J. Mäkiö	
Qualifikationsziele		
Students understand, describe and analyze the impact of digital technology on business and society. Students are able to identify, analyze and describe the challenges of the digital age for institutions and individuals. Students are able to describe the requirements and challenges of digital technology and the economy, and analyze their mutual dependencies. Students understand the necessity of the organizational change management and are able to create and describe the organizational change management process by digital digitization of organization.		
Lehrinhalte		
Caused by the digitization of society, the boundaries between countries and cultures increasingly lose their importance. Especially this shift may be noticed at the organizational and at the individual level. Consequently, organizations, businesses, governments and individuals face novel opportunities and challenges caused by the digitization of products and processes. The digitization process is a challenging change for all stakeholders. This change need to be managed to be successful. This course deals on the one hand with change management of the digitization in organizations and businesses and on the other hand with links and dependencies between digital technology and organizational digitization as well as their effects on the economy, society, organizations and individuals.		
Literatur		
Brynjolfsson, E., McAfeeRace, A.: Against The Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy, Digital Frontier Press, 2011		
Kehal, H., Singh, V.: Digital Economy: Impacts, Influences, and Challenges, Idea Group Publishing, 2005		
Peitz, M., Waldfoege, J.: The Oxford Handbook of the Digital Economy, Oxford University Press, 2012		
Petry, T.: Digital Leadership: Erfolgreiches Fuehren in Zeiten der Digital Economy, Haufe, 2016		
Albach, H., Meffert, H., Pinkwart, A. Reichwald, R. (Hg.): Management of permanent change. New York, Springer Gabler 2015.		
Lehrveranstaltungen		
Dozent	Titel der Lehrveranstaltung	SWS
M. Krüger-Basener	Change Management of Organizational Digitization	2
J. Mäkiö	Economic Aspects of Industrial Digitalization	2