Entwicklung digitaler Geschäftsmodelle

Wahlpflichtfach Master

Subject and motivation

Since the invention of the internet, there has been a fundamental change in the way companies create their services and how they integrate third parties into their service provision. Even though the technology that led to the "fourth industrial revolution" has now been around for almost 25 years, the process of digital transformation in companies is far from complete. On the contrary: our experiences during the coronavirus pandemic have shown us that many companies have a lot of catching up to do. At the same time, however, the pandemic has also significantly accelerated the willingness of more conservative companies to adapt. The digital revolution has therefore gained massive momentum. Not too soon, because the next revolution is already in the starting blocks: Artificial intelligence. So, the question remains, and perhaps more than ever, for all companies: How can existing business models be systematically digitalized? And how can new digital business models be systematically developed?

This lecture will contribute to this discussion. We will address the questions of what a business model actually is and how a business model can be systematically planned ("modelled"). We will also ask ourselves what makes a business model a digital business model.

Target group

Master Digital Technologies

Objectives

After successfully completing the module, you will be able to

- Name basic concepts of business modeling
- Describe the components of business models
- Apply methods for the development of business models
- Analyze and evaluate components and success factors of existing digital business models
- Develop new digital business models for given or self-selected subject areas

Prerequisites for participation

- The course format is characterized by a high degree of interaction. In order to facilitate this form of teaching, the number of participants is limited. Registration for the course takes place in the first lecture (see timetable). If more participants wish to take part in the lecture than there are places available, places will be allocated by lottery in the first lecture. Experience has shown that it is not possible to join the lecture late, as all places are usually allocated after the introductory lecture.
- As stated earlier, the course format is characterized by a high degree of interaction with the lecturer and fellow students. In addition, you will give several graded presentations during the lecture. Very good language skills in German (level B2) and English (level B2) are therefore a mandatory prerequisite for successful participation in the lecture.