



Chair of Information Systems -
Innovation & Value Creation



Friedrich-Alexander-Universität
Fachbereich Wirtschafts- und
Sozialwissenschaften | WiSo

Digital Transformation Project (DTP)

Prof. Dr. Angela Roth

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Syllabus

Summer Term 2024

www.wi1.fau.de | Lange Gasse 20, 90403 Nürnberg



www.wi1.fau.de

Course Overview

Digital Transformation Project (DTP) (57508)

Course Name: → link to [CAMPO](#)
→ link to [Wi1 website](#)

Degree Programs:

- [International Information Systems](#)
- [International Business Studies](#)
- [Management](#)
- [Marketing](#)

Chair: Prof. Dr. Angela Roth

Lecturers: [Julius Kirschbaum](#) | julius.kirschbaum@fau.de
[Joni Riihimäki](#) | joni.riihimaeki@fau.de

Locations:

Kick-Off:
Room LG 0.424, Lange Gasse 20, 90403 Nuremberg

Lectures and Mid-Term Presentations:
Room LG 5.155, Lange Gasse 20, 90403 Nuremberg

Final Presentation:
tba.

Session	Date	Time
Kick-Off <i>Course Introduction</i>	17.04.	13:15-14:45
Session I <i>Lecture, Team formation & Case Presentations</i>	24.04.	13:15-14:45 15:00-16:30
Session II <i>Lecture & Exercise</i>	08.05.	13:15-14:45 15:00-16:30
Session III <i>Lecture & Exercise</i>	15.05.	13:15-14:45 15:00-16:30
Session IV <i>Lecture & Exercise</i>	22.05.	13:15-14:45 15:00-16:30
Session V <i>Lecture & Exercise</i>	29.05.	13:15-14:45 15:00-16:30
Session VI <i>Mid-Term Presentation</i>	12.06.	13:15-14:45 15:00-16:30
Session VII <i>Final Presentation</i>	31.07.	13:15-14:45 15:00-16:30
Hand-In of <i>Seminar Paper (latest)</i>	21.08.	23:55

Note: All sessions are mandatory!

Type of Interaction:	<ul style="list-style-type: none"> ▪ Digital Transformation Project is a small course with about 30 students. ▪ This course is brought to you in on-site and virtual sessions. ▪ The course has a lecture-guided format with a project-based application of learnings. ▪ The course is structured by synchronous lectures once a week, in which key concepts for successful completion of the course will be explained. ▪ Moreover, students will be divided into teams to work on projects. Here you will be able to work asynchronously, meaning the timing of the completion of tasks is at your own disposal and only needs to be coordinated within your team and with your mentors from our industry partner.
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Content Description:	<p>In this course, students focus on developing and evaluating conceptual solutions for organizational challenges in the context of digital transformation. In doing so, they work together with organizations from various industries and gain in-depth experience in understanding and solving organizational problems using the Work-System-Method. Moreover, they will get familiar with systematic and empirical research and business methods and improve their presentation as well as writing skills.</p>
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Core objectives:	<p>Students are able to ...</p> <ul style="list-style-type: none"> ▪ ... self-organize into agile project teams and subsequently establish them. These teams oversee the project's execution and adhere to standard procedures. ▪ ... identify socio-technical issues in the context of digital transformation, describe the associated challenges and apply initial approaches to solutions. ▪ ... to develop digital business models in multi-actor constellations. They can describe these as organizational ecosystems and design them methodically. ▪ ... to read scientific papers systematically and reproduce them in a structured manner. They can assess the quality of scientific work and critically question results as well as arguments.
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Literature:	We use three different kinds of materials: (1) lecture slides, (2) exercises with case studies and (3) scientific articles
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Course Size:	The course is designed for a maximum of 30 participants.
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Registration Dates:	Earliest	Latest
	01.04.24 – 00:00	24.04.24 – 13:15

StudOn: [Link to course](#)

[Register here](#)

Registration Process

After applying for participation on StudOn to the course, you are placed on the waiting list. All students potentially interested in the course can join the Kick-Off Session to get an introduction to the format and topics. During the session, students will be provided with a link to bindingly register for the course. All students participating in Session II the week after the Kick-Off are thereby part of the course. Only in the case of a significant deviation from the maximum of 30 students will there be a random selection process with equal chances.

Although it cannot be guaranteed, there has never been a case that a student couldn't participate in the course due to this limit.

Exam Registration:

All students attending session 1 will be registered to the two exams.

Fixed registration date

24.04.24 – 13:15

Examination:

The course grade will be determined based on the following mode of evaluation:

- Presentation (partly group work) (2,5 ECTS) (75081)
- Seminar Paper (partly group work) (2,5 ECTS) (75082)

Examination Dates:
(Deadlines)

Presentation

31.07.24 - 13:15
 via upload on StudOn
 in-class examination

Seminar Paper

21.08.24 - 23:55
 via upload on StudOn
 hand-in

Participation
Requirements:

- Solid command of English (all lectures and content will be in English)
- This class demands the continuous participation in the **on-site** and **virtual** class discussions, as well as the participation of the mid-term and final presentations.

Credit Points /
Contact Hours:

5 ECTS

Reading:
(Recommended)

- Adner, R. 2017. "Ecosystem as Structure: An Actionable Construct for Strategy," Journal of Management (43:1), pp. 39–58. (<https://doi.org/10.1177/0149206316678451>).

- Dąbrowska, J. et al. 2022. “Digital Transformation, for Better or Worse: A Critical Multi-level Research Agenda,” R&D Management (52:5), pp. 930–954. (<https://doi.org/10.1111/radm.12531>).
- Hanelt, A. et al. 2021. “A Systematic Review of the Literature on Digital Transformation: Insights and Implications for Strategy and Organizational Change,” Journal of Management Studies (58:5), pp. 1159–1197. (<https://doi.org/10.1111/joms.12639>).
- Helbig, C. et al. 2021. “Digital Transformation in Learning Organizations,” in Digital Transformation of Learning Organizations, Cham: Springer International Publishing, pp. 237–244. (https://doi.org/10.1007/978-3-030-55878-9_14).
- Talmar, M. et al. 2020. “Mapping, Analyzing and Designing Innovation Ecosystems: The Ecosystem Pie Model,” Long Range Planning (53:4), p. 101850. (<https://doi.org/10.1016/j.lrp.2018.09.002>).

This course will be managed via the **e-learning platform StudOn**. All lecture slides and readings will be deposited here.

Notes:

Required case reading for the first session will be communicated via **e-Mail** to all class participants before the first lecture.

This course involves a case-based competition with a **well-known sporting goods company from the region**, which is the basis for the exam.

Plagiarism:

What is plagiarism?

- Plagiarism is the unauthorized use or close imitation of the language and thoughts of another author and the representation thereof as one's own original work

There is a zero tolerance policy for plagiarism!

- Each assignment will be checked for plagiarism using a variety of methods
- Any case of plagiarism will be reported to the board of examiners

Consequences of plagiarism

- The final grade will be a 5.0
- The paper containing suspected plagiarism will be forwarded to the board of examiners, who will decide about further consequences. Plagiarism is a serious

offence that can lead to severe consequences like a removal from the register of students