

DD1 - Deep Dive Digital Transformation I - MWD2007

ECTS	3
Study language	English
Module type	Optional module (countable)
Lecturer(s)	Peskova Marie
Module responsibility	Marie Peskova
Short description of the module	<p>Deep Dive Digital transformation elective module provide the students the opportunity to deepen their knowledge and expertise and transfer their practical experience into the applied research.</p> <p>It is designed for the students who have already gathered a significant experience and expertise through their practical experience and gives them the possibility to materialize this know-how towards an add-on "Individual Expertise Profile" in the Master of Digital Business Administration.</p> <p>The "Individual Expertise Profile can be acquired in the field of digitalization of a specific industry or function.</p>
Requirements	<p>This elective module is open to students that fulfill the following eligibility criteria:</p> <ul style="list-style-type: none"> - have at least 3 years of a relevant practical expertise in a given industry or function (i.e. Banking, Finance/efinance, Health Sector/eHealth, Marketing/Digital Marketing, etc.) - can provide at least 3 relevant references from practitioners, experts in the field to proof their expertise (i.e. industry experts, relevant co-workers, managers, etc.) - and are willing to put an extra effort into transferring and deepening their practical expertise and experience into their academic projects and work (DR2, DR3 and Masterthesis) and Deep Dive Digital Transformation elective module. <p>How to apply?</p> <p>Send an application letter to the head of Master Digital BA. The Application letter should contain the following:</p> <ul style="list-style-type: none"> - Expression of your motivation to deepen the expertise in the industry/function or a technology in the chosen field of expertise - Proof of practical experience and expertise, i.e. at least 3 years of practical experience in the field of expertise (the industry/function or a technology) - Minimum of 3 references, i.e. experts in the in the chosen field of expertise (to confirm your experience and expertise)
Competencies upon completion	<p>Students are able to</p> <ul style="list-style-type: none"> - deepen and reflect their knowledge and expertise in a given industry or function and transfer it into the applied research - write a focus/white paper in the field of digital transformation of the given industry or function valuable for the practitioners - present the gathered experience and knowledge to a target audience in the appropriate way

DD1 - Deep Dive Digital Transformation I - MWD2007

Content	<p>1. Transformation of the individual expertise (e.g. industry, function, method, technology) into applied research (project, white paper)</p> <p>a. DTT1: Focus Paper/White Paper:</p> <ul style="list-style-type: none"> i. Gap analysis between current practice and leading practices regarding the digital Transformation in the given field and outlook to expected development ii. Form: paper + video iii. elective module Deep Dive Digital Transformation I <p>b. DTT2: Public colloquium presentation (evtl. Evening Event in cooperation with a partner):</p> <ul style="list-style-type: none"> i. Presentation: good presentation incl. visualisation ii. Event organised by BFH Master, businesses/public to be invited iii. elective module Deep Dive Digital Transformation II - (ideally end of 3rd semester) <p>c. Reflection of what competencies and personal development is required in "Strategy, Culture, Structure) to successfully master the digital transformation as indicated in the white paper, reflection of the skills "hands-on vs. visionary" (elective module Deep Dive Digital Transformation II)</p>
Teaching and Learning method	<p>coaching sessions with DD1 supervisor individual applied reserach paper/focus/white paper</p>
Literature	<p>individual depending on the area of specialization TBD by DD1 supervisor</p>
Workload	<p>90h</p>
Contact lessons	<p>coaching sessions with DD1 supervisor</p>
Attendance requirement	<p>coaching sessions to be defined by DD1 supervisor</p>
Proof of competence	<p>Focus Paper/White Paper 100%</p>
Aids for written examination	<p>none</p>
Continuative, in depth modules	<p>Deep Dive Digital Transformation II DD2</p>

DD1 - Deep Dive Digital Transformation I - MWD2007

Comment

The elective module DD1 and DD2 are part of the portfolio needed for acquiring "Individual Expertise Profile" within Master of Digital Business Administration

Degree programme, semester

MSc Digital Business Administration, 2021-2022, 2 FS, BB, Bern
MSc Digital Business Administration, 2022-2023, 3 HS, BB, Bern

DLC2A - Live Case Project 2A - MWD2009

ECTS	1
Study language	English
Module type	Optional module (countable)
Lecturer(s)	Peskova Marie
Module responsibility	Marie Peskova
Short description of the module	The real live Case Project "Expand Digital Business 2A" - business partners digitalization challenge is a core of the Master Digital Business Administration. The Live Case Project is performed by students teams during a semester. Students teams need to manage the project with an external business partner in a way to reach their goal to deliver the desired output of the business partner. Within the Live Case Module, the students design, manage, organize and report the live case project to the responsible lecturer and the business partner.
Requirements	none
Competencies upon completion	Project Management competence (agile methods of project management) Stakeholder management Risk management Communication measures
Content	The students teams will first choose their preferred live case project. Afterwards during the whole semester they perform all project design, planning, controlling, reporting activities on their live case.
Teaching and Learning method	Coaching sessions Status reports Presentations
Literature	TBD
Workload	30h

DLC2A - Live Case Project 2A - MWD2009

Contact lessons

Individually per students team:

Coaching sessions

Status reports

Presentaons

Attendance requirement

Individually per students team:

Status reports

Proof of competence

Active Participation in status reports

Submission of status reports

Continuative, in depth modules

DLC3

Comment

The competencies students acquite in Live Case Project Module cover the project management aspects of the live case.

The content, expertise part of the Live Case Assignment are part of the Modules of each Elective Module Group.

Degree programme, semester

MSc Digital Business Administration, 2021-2022, 2 FS, BB, Bern

DLC2A - Live Case Project 2A - MWD2009

ECTS	1
Study language	English
Module type	Optional module (countable)
Lecturer(s)	Peskova Marie
Module responsibility	Marie Peskova
Short description of the module	The real live Case Project "Expand Digital Business 2A" - business partners digitalization challenge is a core of the Master Digital Business Administration. The Live Case Project is performed by students teams during a semester. Students teams need to manage the project with an external business partner in a way to reach their goal to deliver the desired output of the business partner. Within the Live Case Module, the students design, manage, organize and report the live case project to the responsible lecturer and the business partner.
Requirements	none
Competencies upon completion	Project Management competence (agile methods of project management) Stakeholder management Risk management Communication measures
Content	The students teams will first choose their preferred live case project. Afterwards during the whole semester they perform all project design, planning, controlling, reporting activities on their live case.
Teaching and Learning method	Coaching sessions Status reports Presentations
Literature	TBD
Workload	30h

DLC2A - Live Case Project 2A - MWD2009

Contact lessons

Individually per students team:

Coaching sessions

Status reports

Presentaons

Attendance requirement

Individually per students team:

Status reports

Proof of competence

Active Participation in status reports

Submission of status reports

Continuative, in depth modules

DLC3

Comment

The competencies students acquite in Live Case Project Module cover the project management aspects of the live case.

The content, expertise part of the Live Case Assignment are part of the Modules of each Elective Module Group.

Degree programme, semester

MSc Digital Business Administration, 2021-2022, 2 FS, BB, Bern

DO2 - Leadership & Organisational Development - MWD2002

ECTS	6
Study language	English
Module type	Compulsory module
Lecturer(s)	Dey Pascal, Hunziker Alexander
Module responsibility	Pascal Dey, Alexander Hunziker

Short description of the module Digitization is an inherently social endeavor as it always involves a multitude of people with their own unique motives, interests and belief systems. As digitization changes almost all aspects of work - what people do, how they interact and collaborate, how they are led -, it is not surprising that many digital transformation initiatives fail. Indeed, established organizations aspiring to digitize their operations and business models, while establishing a more agile way of doing things, have been reported to face widespread inertia amongst employees, non-agile mindsets and cultural resistance. It is paramount therefore for any organization involved in a digital transformation process to pay apt heed to its people.

In this 6-ECTS-Module, students learn to tackle the 'human side' of digital transformation and practically engage in doing the "inner work" necessary for developing their own personality, communication stiles and a supportive and empowering team culture as a digital leader.

Requirements None

Competencies upon completion The general motto of this module is: 'While digital change is inevitable, it can be hard for humans'. Thus the need to understand and 'hack' the human side of digital transformation.

The focus of this module is to equip students with the social and leadership skills needed to successfully guide an established organized into its digital future. Leading an organization into the digital age presupposes, as a first step, developing your own resilience, compassion and mindfulness as essential skills.

Further, leaders need to be equipped with a sound comprehension of what drives people, what makes their work meaningful and what motivates them to show their 'best self' at work. This deepened insight into the nature of our employees enables us to understand and anticipate why some of them will be reluctant to support the digital transformation of their organization. Based on this knowledge about the 'change readiness' of our employees, we coach our employees toward adopting the key skills - including hope, sense of safety, resilience, and sense of meaningfulness and self-efficacy - that will enable them to become an integral part of the digital transformation.

DO2 - Leadership & Organisational Development - MWD2002

Content	<p>Focus on the transformation of organizations, individuals and leaders into the digital age.</p> <p>The human side of digital transformation: not everyone is born to be 'agile'; social and health-related risks of digitization (work intensification, burnout, erosion of work-life balance, etc.)</p> <p>Understand how new forms of (digitally enabled) organisation and work (e.g. (semi)autonomous teams, lean management, agile network organizations, holocracy, gig work) affect people in term of their self-worth, sense of purpose and connectedness, autonomy and psychological safety</p> <p>Assess readiness for digital transformation (individuals, team, organisation) (Change Management, Upskilling, Agile Methods & Mindset)</p> <p>Specific concepts, models and ideas conveyed during the module include, among others:</p> <ul style="list-style-type: none">- psychological safety- strength-based HR- resilience (as both an individual and organizational trait)- leadership (transformational/transaction, servant, situational, digital)- meaningful work (and its relationship to performance, absenteeism, motivation, employee engagement, etc.)- positive change/transformation management- organizational design/development
Teaching and Learning method	<p>Strong focus on experience, creativity, discussion and reflection based pedagogy</p> <p>Involvement of practitioners who report on their experiences with digital transformation</p>
Literature	<p>to be announced</p>
Contact lessons	<p>On-Campus Block 1: 24-26 february 2022 On-Campus Block 2: 24-26 march 2022 On-Campus Block 3: 28-30 april 2022 On-Campus Block 4: 2-4 june 2022</p>
Proof of competence	<p>Individual assignment (70%) Group work Live Case (30%)</p>
Degree programme, semester	<p>MSc Digital Business Administration, 2021-2022, 2 FS, BB, Bern</p>

DO4 - International Integration - Study Trip - MWD4001

ECTS	3
Study language	English
Module type	Compulsory module
Lecturer(s)	Endrissat Nada, Peskova Marie
Module responsibility	Marie Peskova

Short description of the module

The DO4 module provides insights into international business with the focus on digital transformation and promotes the intercultural competence via experience

Competencies upon completion

will focus on self-organized work on project in all phases (preparation, study trip, reflection)

Subject: Students

- Reflect and deepen the competencies and knowledge acquired during the master program in an international context of the given destination
- on the basis of specific project with the local partners
- during a study trip

Method: Students

- Will take responsibility to work with the course material in the learning cycles and to understand, question and reflect on the course material
- will be challenged to reflect on their existing knowledge and experience and to integrate new insights in their practice and thinking.

Social: Students

- understand the influences and effects of technological, organizational and social trends for future work arrangements
- get to know the unpredictability in group work when group dynamics in the interactions with other students, lecturers and other actors in an international environment.
- are able to take on different points of view and establish common ground
- recognize difficult situations, develop an understanding for viable solutions, and drive them in the international business context.

Self: Students

- develop an awareness of opportunities and challenges in the context of work and digitalization
- learn practical information and tools for their future business careers.
- develop intercultural competence through reflecting their study trip experience

DO4 - International Integration - Study Trip - MWD4001

Content	<p>Subject content:</p> <ul style="list-style-type: none">• Intercultural Competences• International Digital Project in a foreign country <p>Methods:</p> <ul style="list-style-type: none">• Agile project management• Further according to the desctionation and project
Teaching and Learning method	<p>OnCampus preparation day with deep dive into the intercultural aspects and the local history, culture and business of the country of destination</p> <p>Study Trip: Fild study trip in cooperation with a partner University, local companies and institutions visit, cultural program, work on local digitalization projects</p>
Literature	<p>TBD on moodle</p>
Workload	<p>90 hours</p>
Contact lessons	<p>25.2.2022 onCampus Deep Dive Intercultural Preparation</p> <p>Athen Trip 1-7.5.2022 International integration study trip to Athens: focus digitalization Prague Trip 8.-14.5.2022 International integration study trip to Prague</p>
Attendance requirement	<p>25.2.2022 onCampus Deep Dive Intercultural Preparation</p> <p>Athen Trip 1-7.5.2022 International integration study trip to Athens: focus digitalization Prague Trip 8.-14.5.2022 International integration study trip to Prague</p>
Proof of competence	<p>International Project Work:</p> <p>Group work</p> <p>100%</p>
Mode of repetition	<p>Next Spring semester</p>
Comment	<p>Due to CoVID Pandemic situation, please note, that final decision regarding the study trips and the destinations will be taken in January 2022. Students will be informed as soon as possible.</p>

DO4 - International Integration - Study Trip - MWD4001

Degree programme, semester	MSc Digital Business Administration, 2021-2022, 4 FS, BB, Bern MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern
-----------------------------------	----------------------------------------------------------------------------------------------------------------------------------

DR2 - Scientific Project 1 - MWD2004

ECTS	6
Study language	English
Module type	Compulsory module
Lecturer(s)	Endrissat Nada, Hietschold Nadine
Module responsibility	Nadine Hietschold, Nada Endrissat

Short description of the module The module Scientific Project 1 (DR2) continues the Scientific Research Journey by building on and deepening the topics introduced in Scientific Research Methods (DR 1). Over the course of two semesters (DR 2 & DR 3), student groups will conduct their own scientific research project under the guidance of research experts from the BFH-W Institutes and further improve their research competencies.

Requirements Scientific Research Methods (DR1)

Competencies upon completion Subject competencies: Students

- Can develop a relevant research question
- Can identify and summarize relevant literature
- Can name the different research approaches and designs, including quantitative vs qualitative, induction vs deduction, hypothesis testing vs exploration
- Can apply the appropriate research design to their research question
- Can apply an appropriate research methods to collect data (quantitative or qualitative)
- Know about alternative modes of inquiry/research design and their consequences for insights
- Can write a scientific research report following scientific standards

Methodological competencies: Students

- Are able to work in teams
- Are responsible to conduct scientific research under the guidance of a research expert
- Will deepen their knowledge through self-study (virtual learning cycles) and application to the respective research project
- Are required to take responsibility for their learning and the research project
- Are required to comment on and give feedback to other students as part of the colloquium
- Will be challenged to reflect on their existing knowledge and experience and to integrate new insights in their practice and thinking.

Social competencies: Students

- Develop strategies to deal with the recursivity and unpredictability of scientific research
- Are able to establish working consensus among team members
- Are able to give (and receive) constructive feedback.

Self-competencies: Students

- Challenge themselves by trying out something new
- Understand which research methods they feel most comfortable with
- Develop their critical thinking skills by assessing different point of views

DR2 - Scientific Project 1 - MWD2004

Content	<p>Student groups conduct their own scientific research project, including the</p> <ul style="list-style-type: none"> - Identification/development of a relevant research question - Composition of a systematic literature review - Choice of adequate research approach and design - Choice of empirical methods for data collection and analysis - Risk analysis <p>In close collaboration with the BFH-W research experts, student groups plan, assess, and conduct their scientific research project.</p> <p>In virtual learning cycles, student groups deepen their knowledge about alternative research designs and approaches and gain an overview of different research methods.</p> <p>During on campus meetings, student groups present their research questions and designs and challenge each other by giving and receiving feedback. Students' ability for critical thinking and reflective action will be developed by problematizing the different modes of inquiry, their underlying assumptions and resulting insights.</p>
Teaching and Learning method	Collaborative Group Work, Self-Study, Lecture Input, Colloquium, Coaching
Literature	Will be provided electronically
Workload	180
Contact lessons	3x 0.5 days (plus individual coachings with research experts)
Proof of competence	100% scientific report at the end of semester, graded by respective research expert
Continuative, in depth modules	DR3: Scientific Project 2 Master Thesis
Comment	Student groups will be able to choose their scientific research project from a list of research topics provided by the BFH-W Research Institutes or they can hand in an own topic as well as a suggestion for a supervisor. The final distribution of topics to student groups will be communicated in the beginning of February 2022.
Degree programme, semester	MSc Digital Business Administration, 2021-2022, 2 FS, BB, Bern

DR4 - Master-Thesis - MWD4002

ECTS	21
Study language	English
Module type	Compulsory module
Lecturer(s)	Pruschak Gernot
Module responsibility	Prof. Dr. Marie Peskova Dr. Gernot Pruschak
Short description of the module	Students write their Master Thesis in this Module. Students choose either the form of a scientific paper or a white paper for their thesis. Students are guided through the Master thesis process by the structured moodle site and module responsible lecturer. Students get individual support and coaching by their Thesis supervisors and co-supervisors.
Content	<p>The Module contains of two colloquia and final presentation. Students plan the timeline of their thesis individually respecting the Master Thesis Requirements. Students are responsible to subscribe for their colloquia and final presentation and manage their timeline.</p> <p>The content of the Master Thesis Project depends upon the exact that each student chooses. However, the topic of the Master Thesis should relate to the general theme of Digital Business.</p>
Teaching and Learning method	<p>Coachings with supervisors and co-supervisors</p> <p>Colloquium Research Proposal</p> <p>Colloquium Research Design</p> <p>Master Thesis Presentation</p>
Literature	A detailed guide on how to write a Master Thesis is provided in Moodle.
Workload	21 ECTS = 600 hours
Contact lessons	2 Colloquia 1 Final presentation
Proof of competence	80% Master thesis written part 20% Master thesis presentation
Mode of repetition	For the repetition of the Master Thesis the general repetition mode applies. Master Thesis module re-enrollment by the students.
Degree programme, semester	MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern MSc Digital Business Administration, 2021-2022, 4 FS, BB, Bern

DS2 - Business Expansion - MWD2001

ECTS	6
Study language	English
Module type	Compulsory module
Lecturer(s)	Braun Aron, Van Heijningen Markus Petrus
Module responsibility	Bramwell Kaltenrieder

Short description of the module Students will learn the strategic aspects of expanding an existing business through digital means. This shifts the focus from optimizing business processes to developing innovations within the current business (e.g. new products & services, new business models). A key learning goal is to understand the concept of customer empathy and setting up an innovation process that links customer experience with design requirements, thus creating the base for realizing the potential of digital business model patterns.

Competencies upon completion

Subject: Students

- apply their knowledge of micro-economics, management and entrepreneurship to digitalize the organization and operation.
- make use of case studies to link existing knowledge with new insights regarding digitalization.
- develop the understanding of different approaches to consider "digital" in strategic management including refresh of "digital" definitions and inno dimensions and processes
- Understand, evaluate and are able to use the organizational potential for digital business expansion
- Are able to design the expanding the business with new Offerings and Business Models

Method: Students

- focus on applied learning. There will be some lectures, but the emphasis will be on student responsibility for learning through active application of course content in various forms of learning, e.g. distance learning, virtual learning cycles and interaction with representatives of companies as part of a live case.
- will be required to actively participate and prepare for class and get familiar with tools and methods used in distance learning and to tackle the live case.
- will be challenged to integrate knowledge they have gained from other business core modules and apply their accumulated knowledge.

Social: Students

- understand the influences and effects of technological, organizational and social trends as well as mental models and predominant corporate cultures on their perception of the digital transformation.
- get to know the unpredictability in group work when group dynamics in the interactions with other students, lecturers and representatives of the live case unfold.
- are able to switch between different business and cultural perspectives.
- recognize difficult situations, develop an understanding for viable solutions, and drive them in the business context.

Self: Students

- further develop their awareness of their own mental models of management and teamwork to better equip themselves to function in global business situations flexibly.
- learn practical information and tools for their future business careers.
- develop critical thinking ability and problem solving skills through experiential learning activities, simulations, and case studies.

Content

- Different approaches to consider "digital" in strategic management including refresh of "digital" definitions and inno dimensions and processes
- Organizational potential for digital business expansion
- Trend Exploration and Evaluation: Data-driven strategic foresight
- Expanding the business with greater experiences
- Expanding the business with new Offerings and Business Models

DS2 - Business Expansion - MWD2001

Teaching and Learning method	Virtual learning cycles (asynchronous) On-campus interactive blocks
Literature	TBD in the LC on moodle
Workload	180h
Contact lessons	On-Campus Block 1: 24-26 february 2022 On-Campus Block 2: 24-26 march 2022 On-Campus Block 3: 28-30 april 2022 On-Campus Block 4: 2-4 june 2022
Attendance requirement	None
Proof of competence	70% evaluated assignments as part of the learning cycles and/or on campus days 30% Live Case presentation & report (group)
Continuative, in depth modules	DS3, DD1, DD2
Degree programme, semester	MSc Digital Business Administration, 2021-2022, 2 FS, BB, Bern

DSE - Smart Services & Ecosystems - MWD4003

ECTS	3
Study language	English
Module type	Optional module (countable)
Lecturer(s)	Obwegeser Nikolaus
Module responsibility	Stefan Raff & Nikolaus Obwegeser
Short description of the module	<p>The module " Smart Services and Ecosystems " introduces participants to the design and management of so-called smart products from a service perspective . Within the scope of the module we will discuss (a) the special features of smart products and services in comparison to physical products , (b) the resulting challenges for both manufacturing and services organization s , (c) strategies and techniques for the successful design , roll-out and marketing of smart products / services in an ecosystem approach .</p>
Content	<p>The primary purpose of the course is to familiarize students with the basic decision-making problems of smart products and service ecosystems. The course addresses strategic, operational but als the social and ethical responsibilities of companies in managing their services.</p> <p>A central goal of the course is to enable students to critically reflect on the theoretical foundations and to apply them to real problems in practice. To this end, students conduct their own research projects with relevant organizations in small groups and present the results of these projects in plenary sessions and as part of a written term paper. Therefore, the course also aims to train the students' abilities to communicate and present challenging issues.</p>

DSE - Smart Services & Ecosystems - MWD4003

Literature

Raff, S., Wentzel, D., & Obwegeser, N. (2020). Smart products: conceptual review, synthesis, and research directions. *Journal of Product Innovation Management*, 37(5), 379-404.

Allmendinger, G., & Lombreglia, R. (2005). Four strategies for the age of smart services. *Harvard business review*, 83(10), 131.

Wunderlich, N. V., Wangenheim, F. V., & Bitner, M. J. (2013). High tech and high touch: a framework for understanding user attitudes and behaviors related to smart interactive services. *Journal of Service Research*, 16(1), 3-20.

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of marketing Science*, 36(1), 1-10.

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of marketing*, 68(1), 1-17.

Yoo, Y., Henfridsson, O., & Lyytinen, K. (2010). Research commentary: the new organizing logic of digital innovation: an agenda for information systems research. *Information systems research*, 21(4), 724-735.

Lobschat, L., Mueller, B., Eggers, F., Brandimarte, L., Diefenbach, S., Kroschke, M., & Wirtz, J. (2021). Corporate digital responsibility. *Journal of Business Research*, 122, 875-888.

Selected additional readings may be included at a later stage.

Contact lessons

7 x 4 lessons in hybrid format (4 blocks presence, 3 blocks online)

Proof of competence

40 % - Group project and presentation in class

60 % - Individual electronic exam at the end of the Semester (official exam weeks). Duration: 60min

In total, 100 points will be awarded.

Aids for written examination

Native language - language dictionary

BFH calculator or other calculator (according to the regulations)

For details on auxiliary aids, see the current "Instruction on Proof of Competency" on Moodle

Degree programme, semester

MSc Digital Business Administration, 2021-2022, 4 FS, BB, Bern

MSc Digital Business Administration, 2022-2023, 3 HS, BB, Bern

MSc Digital Business Administration, 2021-2022, 2 FS, BB, Bern

MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern

DT2 - Enabling Technologies - MWD2003

ECTS	6
Study language	English
Module type	Compulsory module
Lecturer(s)	Höhn Sebastian, Stürmer Matthias
Module responsibility	Höhn Sebastian

Short description of the module	<p>You will learn how enabling technologies help us to further improve the value creation based on our data assets. We will focus on the application of technologies in the company.</p> <p>Architectural concepts, requirements and model thinking is essential for all levels of management and business to be able to innovate the business with new technologies. The focus is on new proven technologies which are and will be game changers such as cloud computing. Not only the application of these technologies, but also the integration with APIs, the ability to work in agile projects with a MVP, controlling cyber risks and reducing time to market with DevOps are key factors for successful technical innovation.</p> <p>The students will work in groups on a project during the semester.</p>
----------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Requirements	<p>Understand the</p> <ul style="list-style-type: none">• Fundamentals about in- and out-sourcing• Operational Excellence in disintegrated value chains• Sharing data to boost business versus data privacy• Strategic role of cyber security
---------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

DT2 - Enabling Technologies - MWD2003

Competencies upon completion Students are able to understand technology projects:

- ask the right questions before making decisions
- present technical solutions to a decision-making committee or a panel of experts.

Method: Students

- will focus on self-study and reflective learning.
- will take responsibility to work with the course material in the learning cycles and to understand, question and reflect on the course material
- will be required to actively participate and prepare for class and get familiar with tools and methods used in distance learning and to tackle the live case.
- will be required to comment on and give feedback to other students as part of the distance learning cycles
- will be challenged to reflect on their existing knowledge and experience and to integrate new insights in their practice and thinking.

Social: Students

- understand the influences and effects of technological, organizational and social trends for future work arrangements
- get to know the unpredictability in group work when group dynamics in the interactions with other students, lecturers and representatives of the live case unfold.
- are able to take on different point of views and establish common ground
- recognize difficult situations, develop an understanding for viable solutions, and drive them in the business context.

Self: Students

- develop an awareness of opportunities and challenges in the context of work and digitalization
- learn practical information and tools for their future business careers.
- develop critical thinking through assessing different point of views (including personal biases) in the learning cycles and learning activities in the case study

Content

Subject content:

- Basic Computing Paradigmss
- Cloud Computing and Applications
- Cloud Infrastructure, Software, Deployment Models, Service Models
- Cyber Risk
- Development and Operations
- Minimum Viable Product
- APIs
- Requirements of technologies for an innovative Business Case

Methods:

- Requirements Engineering
- Architecture Design
- Cloud Services
- APIs

Practice cases:

- MVP specification for the Live Cases under consideration is the output of the group work

Literature

Will be given during the module.

DT2 - Enabling Technologies - MWD2003

Contact lessons

On-Campus Block 1: 24-26 february 2022
On-Campus Block 2: 24-26 march 2022
On-Campus Block 3: 28-30 april 2022
On-Campus Block 4: 2-4 june 2022

Proof of competence

70% Learning Cycles + On Campus Blocks Assignments
30% Live Case Output (MVP Live Case)

Degree programme, semester

MSc Digital Business Administration, 2021-2022, 2 FS, BB, Bern

DTM - Digital Transformation - Management and Marketing - MWD2011

ECTS	6
Study language	English
Module type	Compulsory module
Lecturer(s)	Peskova Marie
Module responsibility	Marie Peskova

Short description of the module International Intensive Module: Digital Transformation: Marketing and Management

The majority of the module will be held virtually as a cooperation between the following institutions:

Berner Fachhochschule, Switzerland
Niederrhein University of Applied Sciences
Germany, Tampere University of Applied Sciences, Finland
International Intensive Week: Digital Transformation: Marketing and Management

The module will be held virtually as a cooperation between the following institutions:

Berner Fachhochschule, Switzerland
International Business College Mitrovica, Kosovo (to be confirmed)
Niederrhein University of Applied Sciences
Germany, Tampere University of Applied Sciences, Finland

Students will work in mixed Finnish-German-Kosovarian-Swiss groups. The students will participate in a common, joint sessions virtually (see the synchronous virtual sessions dates and times below). Apart from these sessions students are flexible to work on the chosen topic. The students groups will further define and design their project, that will be delivered in the last session (presentation and report). Students will also provide one of their fellow students teams with a review/opposition to their work.

The students will work on a predefined tasks/projects in a mixed multinational teams and will be coached and supported by the lecturers from each University. The overarching theme of the international intensive Week is **digital transformation: Marketing and management.**

Students will work in mixed Finnish-German-Kosovarian-Swiss groups. The students will participate in a common, joint sessions virtually (see the synchronous sessions dates and times below). Apart from these sessions students are flexible to work on the chosen topic. The students groups will further define and design their project, that will be delivered in the last session (presentation and report). Students will also provide one of their fellow students teams with a review/opposition to their work.

The students will work on a predefined tasks/projects in a mixed multinational teams and will be coached and supported by the lecturers from each University. The overarching theme of the international intensive Week is digital transformation: Marketing and management.

The last session of the module will be held on site in Finland if the situation allows for the students to travel. A hybrid solution of the last session is also planned.

Requirements	General knowledge in Management and Marketing
	And digital transformation (DS1a)

DTM - Digital Transformation - Management and Marketing - MWD2011

Competencies upon completion	<p>Content competence:</p> <p>Students will understand and gain insights on</p> <ul style="list-style-type: none">- the phenomena of digital transformation from the multinational perspective- the differences in the stages and approaches to digitalization in the four different countries- the insights related to the topics of marketing and management, such as digital marketing, data-based marketing, digitalization and CSR management, digitalization and circularity, etc.- the impact the digital transformation has on the various functions and industries in the respective countries of the participant (Germany, Finland, Kosovo and Switzerland) <p>Social and Self- Competence:</p> <p>Students will gain competencies in</p> <ul style="list-style-type: none">- Cross-cultural competence, communicative competence- interpersonal skills, working in virtual teams
Content	<p>The following areas will be covered in the virtual input sessions by the lecturers of all participation institutions:</p> <ul style="list-style-type: none">- Digitalization- Digital Marketing- Data-based Marketing- Digitalization and Circularity- Data- based enterprise management- Digitalization and eco-efficiency.- etc. <p>Students will work on their digital transformation topics (assigned to one of the lecturers/coaches) together with their international team.</p>
Teaching and Learning method	<p>International virtual team work</p> <p>International virtual collaborative sessions provided by all participation universities</p> <p>virtual session input sessions impuls inputs virtual workshops oppositions/reviews</p>
Literature	<p>TBD during the course</p>
Workload	<p>180 hours</p>

DTM - Digital Transformation - Management and Marketing - MWD2011

Contact lessons

Virtual Sessions:

Kick off meeting 6.4. 2022 17-19h
Interim Seminar Status report 4.5. 2022 17-19h

on side Finnlad/Hybrid Session:

Final FinGerKosCH meeting 30-31.5.2022

Attendance requirement

Virtual Sessions:

Kick off meeting 6.4. 2022 17-19h
Interim Seminar Status report 4.5. 2022 17-19h

on side Finnlad/Hybrid Session:

Final FinGerKosCH meeting 30.-31.5.2022

Proof of competence

Group tasks

in a mixed groups with fellow students from all partner universities:

Group work:

- Presentation (20 Min): 40%
 - Report (max. 10 pages):40%
 - Opposition/Review of another group's work (20%)
-

Mode of repetition

next SS

Comment

According to the development of COVID pandemic situation the final meeting (30-31.5.2022) will be organized virtually or hybrid with the presence participation in Finnlad. The students will be informed latest at the first meeting 6.4 .22

Degree programme, semester

MSc Digital Business Administration, 2022-2023, 3 HS, BB, Bern
MSc Digital Business Administration, 2021-2022, 2 FS, BB, Bern
