

DT2 - Data - MWD2012

ECTS	6
Study language	English
Module type	Elective module
Lecturer(s)	Cichy Patrick, Hadji Misheva Branka, Krebs Michel
Module responsibility	Cichy Patrick, Krebs Michel, Hadji Misheva Branka
Short description of the module	<p>Data analytics is a crucial tool for companies facing fast emerging and ever-changing business challenges. Against this background, the aim of this course is to provide a comprehensive overview of approaches that support data-driven decision-making. With a special focus on advanced analytics, this entails basic techniques, methodologies, and practical skills required to draw and communicate meaningful insights from data.</p> <p>The course takes a practical approach using the programming language R.</p>
Requirements	Mathematical and Statistical knowledge of a Bachelor Degree in Business Administration

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Competencies upon completion

Subject: Students

- ability to work with data, to design data base management solutions
- understand and practice main data analytics methods
- experience with a programming language
- understand how to communicate with senior managers about data issues

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

Live Cases Anchoring

Characteristics of a data-driven organization and fields of application for advanced analytics

Basic programming with R

Various methods from the field of descriptive statistics as well as from machine learning

Principles of effective data visualization

DT2 - Data - MWD2012

Teaching and Learning method

Virtual cycles: videos

Structure of the videos

Real problem to be solved

Idea of the method

Explanation of the main features of the method, how the method works and what are the pitfalls.

Quiz questions during the video

Assignments with solution where the students apply the methods working on data, deriving analytic results and providing an interpretation of the results

Live Cases: On Campus: Coaching Sessions

Literature

Instructional videos are self-contained. The material is self-contained. Students need not to consider additional references

Workload

180 total workload

Contact lessons

According Semester Schedule on Moodle:

<https://moodle.bfh.ch/course/view.php?id=23869§ion=1#schedule>

Attendance requirement

None

Proof of competence

70% Individual assignments within virtual learning cycles and graded final exam.

All individual assignments must be completed, of which 6 assignments will be graded and the final exam must be passed, in order to pass the module.

30% - Live Case Output (MVP Live Case)

Aids for written examination

Open book, BFH-Calculator

For details to the aids allowed during written exams see "written examination regulations" on Moodle:

https://moodle.bfh.ch/pluginfile.php/1805497/mod_label/intro/written_examination_regulations_AS2223.pdf

Mode of repetition

In case of an insufficient grade, student may approach the lecturer to define the conditions (task and deadline) of the resubmission. In case of the re-submission a maximum grade of 4.0 can be achieved for a given assignment.

In case of an insufficient exam, the exam will repeat next exam period.

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Continuative, in depth modules DT3

Degree programme, semester MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern
MSc Digital Business Administration, 2022-2023, 2 FS, BB, Bern

DS2 - Business Expansion - MWD2001

ECTS	6
Study language	English
Module type	Elective module
Lecturer(s)	Braun Aron, Hehn Jennifer, Van Heijningen Markus Petrus
Module responsibility	Braun Aron, Hehn Jennifer, Van Heijningen Markus Petrus

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	According Semester Schedule on Moodle: https://moodle.bfh.ch/course/view.php?id=23869&section=1#schedule
Attendance requirement	None
Proof of competence	70% Individual assignments within virtual learning cycles. All individual assignments must be completed in order to pass the module, of which three assignments will be graded. 30% group assignments Live Case presentation & report
Mode of repetition	In case of an insufficient grade, student may approach the lecturer to define the conditions (task and deadline) of the resubmission. In case of the re-submission a maximum grade of 4.0 can be achieved for a given assignment.
Continuative, in depth modules	DS3, DD1, DD2
Degree programme, semester	MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern MSc Digital Business Administration, 2022-2023, 2 FS, BB, Bern

DO2 - Leadership & Organisational Development - MWD2002

ECTS	6
Study language	English
Module type	Elective module
Lecturer(s)	Dey Pascal, Hunziker Alexander
Module responsibility	Pascal Dey, Alexander Hunziker
Short description of the module	<p>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.</p> <p>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.</p>
Requirements	None
Competencies upon completion	<p>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.</p> <p>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.</p> <p>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.</p>

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 / Involvement of practitioners who report on their experiences with digital transformation</p>
Literature	<p>Will be made available via Moodle</p>
Contact lessons	<p>According Semester Schedule on Moodle: https://moodle.bfh.ch/course/view.php?id=23869&section=1#schedule</p>
Proof of competence	<p>70% individual assignments within virtual learning cycles. All individual assignments must be completed in order to pass the module, of which two assignments will be graded.</p> <p>30% group assignments Live Case presentation & report</p>
Mode of repetition	<p>In case of an insufficient grade, student may approach the lecturer to define the conditions (task and deadline) of the resubmission. In case of the re-submission a maximum grade of 4.0 can be achieved for a given assignment.</p>
Degree programme, semester	<p>MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern MSc Digital Business Administration, 2022-2023, 2 FS, BB, Bern</p>

DR2 - Scientific Project 1 - MWD2004

ECTS	6
Study language	English
Module type	Compulsory module
Lecturer(s)	Endrissat Nada, Gurtner 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	<p>Subject competencies: Students</p> <ul style="list-style-type: none"> - 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 <p>Methodological competencies: Students</p> <ul style="list-style-type: none"> - 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. <p>Social competencies: Students</p> <ul style="list-style-type: none"> - 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. <p>Self-competencies: Students</p> <ul style="list-style-type: none"> - 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	-
Workload	180
Contact lessons	<p>Group coaching sessions with respective supervisors upon demand</p> <p>3x 0.5 days with whole class for basic tools and know-how that is relevant for all groups (independent of topic)</p> <p>Semester Schedule on Moodle: https://moodle.bfh.ch/course/view.php?id=23869&section=1#schedule</p>
Proof of competence	<p>100% scientific report at the end of semester, graded by respective supervisor</p> <p>In order to pass the module, students need to complete the virtual learning cycles, which include individual and group assignments</p>
Mode of repetition	<p>In case of an insufficient grade, student may approach the lecturer to define the conditions (task and deadline) of the resubmission. In case of the re-submission a maximum grade of 4.0 can be achieved for a given assignment.</p>

DR2 - Scientific Project 1 - MWD2004

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 2023.

Degree programme, semester MSc Digital Business Administration, 2022-2023, 2 FS, BB, Bern
MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern

DSE - Products and Services in the Digital Age - MWD4004

ECTS	3
Study language	English
Module type	Optional module (countable)
Lecturer(s)	Raff Stefan
Module responsibility	Raff Stefan
Short description of the module	<p>The module "Products and Services in the Digital Age" introduces participants amongst others to the fundamentals of smart products, digital servitization, smart services, self-service technologies and AI-driven applications. This module aims to show how the design and management of such technologies works by covering (a) the peculiarities of business models based on smart products, digital services, and AI as compared to traditional products, (b) the resulting challenges for both manufacturing and service companies, (c) strategies and techniques for the improvement/successful design, implementation, and commercialization of digital age businesses.</p>
Competencies upon completion	<p>The course aims to train students' digitalization competencies, applied methodological skills as well as communication, presentation and self-management skills.</p>
Content	<p>The module introduces participants amongst others to the fundamentals of smart products, digital servitization, smart services, self-service technologies, AI-driven business models, digital ecosystems, and augmented reality. This module has two major aims:</p> <ol style="list-style-type: none">1. The main objective of the course is to familiarize students with the underlying potentials and challenges of technology-based business models of the digital age (smart products, digital and smart services, AI, platforms & ecosystems, augmented reality, and more). At the core of the course are the various strategic and operational, but also the social and ethical challenges of companies in managing these technologies.2. Another key objective of the course is to enable students to critically reflect on the theoretical foundations they have learned and apply them to real-world problems in practice. To this end, students conduct their own research-based consulting projects with relevant companies in small groups (to be introduced at the start of the course). Students will evaluate companies with digitally driven service business models using proven analytical tools (e.g., SERVQUAL, E-SERVQUAL, AICSO, and more) and make evidence-based recommendations for improvement (e.g., user-centered improvement of an App/Web interface). The results are presented in plenary sessions (pitches).
Teaching and Learning method	<p>virtual cycles and on campus sessions, group projects, theoretical input and online coachings, live cases.</p>

DSE - Products and Services in the Digital Age - MWD4004

Literature

- Allmendinger, G., & Lombreglia, R. (2005). Four strategies for the age of smart services. *Harvard Business Review*, 83(10), 131.
- Beverungen, D., Müller, O., Matzner, M., Mendling, J., & Vom Brocke, J. (2019). Conceptualizing smart service systems. *Electronic Markets*, 29(1), 7-18.
- Chen, Q., Gong, Y., Lu, Y., & Tang, J. (2022). Classifying and measuring the service quality of AI chatbot in frontline service. *Journal of Business Research*, 145, 552-568.
- Huang, M.-H., & Rust, R. T. (2018). Artificial Intelligence in Service. *Journal of Service Research*, 21(2), 155-172.
- Meuter, M. L., Ostrom, A. L., Roundtree, R. I., & Bitner, M. J. (2000). Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters. *Journal of Marketing*, 64(3), 50-64.
- Mori, M., MacDorman, K., & Kageki, N. (2012). The Uncanny Valley [From the Field]. *IEEE Robotics & Automation Magazine*, 19(2), 98-100.
- Raff, S., & Wentzel, D. (2018). A Cognitive Perspective on Consumers Resistances to Smart Products. In: Elbanna A., Dwivedi Y., Bunker D., Wastell D. (eds) *Smart Working, Living and Organising*. TDIT 2018. IFIP Advances in Information and Communication Technology, 533, 30-44.
- Raff, S., Wentzel, D., & Obwegeser, N. (2020). Smart Products: Conceptual Review, Synthesis, and Research Directions. *Journal of Product Innovation Management*, 37(5), 379-404
- Raff, S., von Walter, B., & Wentzel, D. (2021). KI-basierte Beratungsleistungen, Ausgestaltungsformen, Herausforderungen und Implikationen. In *Künstliche Intelligenz im Dienstleistungsmanagement* (pp. 341-362). Springer Gabler, Wiesbaden.

Selected additional readings may be included at a later stage.

Contact lessons

Alternating between virtual learning cycles and on-campus sessions, exact schedule tbd!

Attendance requirement

Mandatory participation in the kick-off session, methods and coaching sessions for group work and final presentation of group work.

Proof of competence

40 % - Group project and presentation in class (Since students work intensively together on a challenging group project over the course of the semester, a collective grade is justified.)

60 % - individual assignments during the course.

In total, 100 points will be awarded.

Mode of repetition

In case of an insufficient grade, student may approach the lecturer to define the conditions (task and deadline) of the resubmission. In case of the re-submission a maximum grade of 4.0 can be achieved for a given assignment.

Degree programme, semester

MSc Digital Business Administration, 2022-2023, 2 FS, BB, Bern
MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern

DCR - Corporate Digital Responsibility - MWD4005

ECTS	3
Study language	English
Module type	Optional module (countable)
Lecturer(s)	Obwegeser Nikolaus, Peskova Marie
Module responsibility	Nikolaus Obwegeser, Marie Peskova

Short description of the module

Corporate Digital responsibility (CDR) defines the values, norms and principles that guide organizations and individuals in the design, development, implementation, and use of digital technologies. With the ever-expanding digitalization of society, the need for an ethical discourse on how technology is embedded in human activity and the intended and unintended consequences of such a process becomes increasingly pressing.

Far from being abstract, ethical issues of digitalization are already impacting everyday lives in private and professional contexts. Negative examples that illustrate the need for digital responsibility are well-known, and often go beyond what can be captured within a legal framework. In this module, we develop the foundations of how to identify, assess and manage the ethical dilemmas arising when using digital technologies.

Competencies upon completion

Upon completion of this module, students will be

- able to identify and reflect upon common dilemma related to the use of digital technologies in organizations
- capable to systematically assess digital innovation projects with regard to ethical concerns
- knowledgeable about tools and frameworks to implement responsible design practices for digital products and services

Content

1. Computer ethics, technology dilemmas, law vs. ethics
2. Generative nature of digital technologies, intended and unintended consequences
3. Responsible design practices, tools and frameworks
4. Integration of responsible design with existing processes and methods

Teaching and Learning method

Lecture, workshop, individual and group work, discussions, guest lecture(s)/excursion

DCR - Corporate Digital Responsibility - MWD4005

Literature

Mandatory readings:

Moor, J. H. (1985). What is computer ethics?. *Metaphilosophy*, 16(4), 266-275
<https://web.cs.ucdavis.edu/~rogaway/classes/188/spring06/papers/moor.html>

Computer Ethics: Basic Concepts and Historical Overview
<https://web.cs.ucdavis.edu/~rogaway/classes/188/spring06/papers/standfordencyclopedia-computerethics.pdf>

Wade, M. (2020). Corporate responsibility in the digital era. *MIT Sloan Management Review*, 28
<https://sloanreview.mit.edu/article/corporate-responsibility-in-the-digital-era/>

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

<https://www.sciencedirect.com/science/article/pii/S0148296319305946>

Further material

<https://www.wired.com/story/technology-design-marginalized-communities/>
<https://anchor.fm/rob-price4/episodes/Episode-6---A-discussion-with-Michael-Wade-epfbts/a-a4esq74>

Workload

90 hours

Contact lessons

2x Input session - synchronous in hybrid mode
1x Final Presentation Session - synchronous in hybrid mode
Coaching sessions

4 Virtual Learning Cycles - asynchronous

Attendance requirement

2x Input session - synchronous in hybrid mode and
1x Final Presentation Session - synchronous in hybrid mode

Dates TBD at the beginneing of the semester

Proof of competence

Digital Responsibility Project

Presentation of Digital Responsibility Project

Mode of repetition

In case of an insufficient grade, student may approach the lecturer to define the conditions (task and deadline) of the resubmission. In case of the re-submission a maximum grade of 4.0 can be achieved for a given assignment.

Degree programme, semester

MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern
MSc Digital Business Administration, 2022-2023, 2 FS, BB, Bern

DTM - Digital Transformation - Management and Marketing - MWD2011

ECTS	6
Study language	English
Module type	Optional module (countable)
Lecturer(s)	Peskova Marie
Module responsibility	Marie Peskova
Short description of the module	<p>International Collaboration Module: Digital Transformation: Marketing and Management</p> <p>The majority of the module will be held virtually as a cooperation between the following institutions:</p> <p>Berner Fachhochschule, Switzerland Niederrhein University of Applied Sciences Germany, Tampere University of Applied Sciences, Finland</p> <p>Students will work in mixed interantional 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 final workshop that is held on side. Students will also provide one of their fellow students teams with a review/opposition to their work.</p> <p>The students will work on a predefined taks/projects in a mixed multinatonal teams and will be coached and supported by the lectureres from each University. The overarching theme of the module is digital transformation: Marketing and management.</p>
Requirements	General knowledge in Management and Marketing and digital transformation (e.g.DS1a)
Competencies upon completion	<p>Content competence:</p> <p>Students will understnad and gain insights on</p> <ul style="list-style-type: none"> - the phenomena of digital transforamtion from the multinational prospective - the differences in the stages and approached to digitalization in the four different countires - the insights related to the topics of marketing and management, such as digital marketing, data-based mareting, 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 Switzelrnad) <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

DTM - Digital Transformation - Management and Marketing - MWD2011

Content The following areas will be covered in the virtual input sessions by the lecturers of all participation institutions:

- Digitalization
- Digital Marketing
- Data-based Marketing
- Digitalization and Circularity
- Data- based enterprise management
- Digitalization and eco-efficiency.
- etc.

Students will work on their digital transformation topics (assigned to one of the lecturers/coaches) together with their international team.

Teaching and Learning method International virtual team work

International virtual collaborative sessions provided by all participation universities

virtual session

input sessions

impuls inputs

virtual workshops

oppositions/reviews

Literature TBD during the course

Workload 180 hours

Contact lessons Virtual Sessions:
Kick off session (Date in April TBD) 2 hours
Interim Seminar Status report (Date in May TBD) 2 hours

On Side/Hybrid Session: TBD
Final workshop: (Date in May/June and location/hybrid setting TBD)

Attendance requirement Virtual Sessions:
Kick off session (Date in April TBD) 2 hours
Interim Seminar Status report (Date in May TBD) 2 hours

On Side/Hybrid Session: TBD
Final workshop: (Date in May/June and location/hybrid setting TBD)

DTM - Digital Transformation - Management and Marketing - MWD2011

Proof of competence

Group tasks

in a mixed groups with fellow students from all partner universities. As the international and intercultural (virtual) collaboration is the main method of the module the proof of competence will be a group work.

Group work (to be confirmed in the first session):

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

Mode of repetition

In case of an insufficient grade, student may approach the lecturer to define the conditions (task and deadline) of the resubmission. In case of the re-submission a maximum grade of 4.0 can be achieved for a given assignment.

Degree programme, semester

MSc Digital Business Administration, 2022-2023, 2 FS, BB, Bern
MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern

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. 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. 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> <ol 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> <ol 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> <p>according to semester schedule (Moodle)</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>

DD1 - Deep Dive Digital Transformation I - MWD2007

Mode of repetition

In case of an insufficient grade, student may approach the lecturer to define the conditions (task and deadline) of the resubmission. In case of the re-submission of the same assignments a maximum grade of 4.0 can be achieved for a given assignment.

Continuative, in depth modules

Deep Dive Digital Transformation II DD2

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, 2022-2023, 2 FS, BB, Bern
MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern

DR4 - Master-Thesis - MWD4002

ECTS	21
Study language	English
Module type	Compulsory module
Lecturer(s)	Pruschak Gernot, Wäspi Flurina
Module responsibility	Dr. Gernot Pruschak, Wäspi Flurina
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 one colloquium and a final presentation. Students plan the timeline of their thesis individually respecting the Master Thesis Requirements. Students are responsible to subscribe for their colloquium and final presentation and manage their timeline.</p> <p>The content of the Master Thesis Project depends upon what 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 Design Presentation</p> <p>Master Thesis Presentation</p>
Literature	A detailed guide on how to write the Master Thesis is provided in Moodle.
Workload	21 ECTS = 600 hours
Contact lessons	<p>1 Colloquium</p> <p>1 Final presentation</p>
Proof of competence	<p>80% Master thesis written part</p> <p>20% Master thesis presentation</p>
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	<p>MSc Digital Business Administration, 2022-2023, 6 FS, BB, Bern</p> <p>MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern</p>

DO4 - International Integration - Study Trip - MWD4001

ECTS	3
Study language	English
Module type	Elective module
Lecturer(s)	Endrissat Nada, Peskova Marie
Module responsibility	Marie Peskova, Nada Endrissat
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	<p>Focus on self-organized work on project in all phases (preparation, study trip, reflection)</p> <p>Subject: Students</p> <ul style="list-style-type: none"> • 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 <p>Method: Students</p> <ul style="list-style-type: none"> • 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. <p>Social: Students</p> <ul style="list-style-type: none"> • 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 point of views and establish common ground • recognize difficult situations, develop an understanding for viable solutions, and drive them in the international business context. <p>Self: Students</p> <ul style="list-style-type: none"> • 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 • Digital Business and Digital Transformation in the international context <p>Methods:</p> <ul style="list-style-type: none"> • Agile project management • Further according to the destination and DO4 international live case 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: Guided program of company visits and self-organized work on international live case project, along with cultural program and guest lectures</p>
Literature	<p>TBD on moodle depending on destination</p>
Workload	<p>90 hours</p>
Contact lessons	<p>Study Trip Preparation Day:</p> <p>OnCampus Deep Dive Intercultural Preparation & Project Kick-off Day 03.03. (Athens & Reno) 17.03.2023 (Tel Aviv - TBC)</p> <p>Study Trip:</p> <p>Reno Trip: 25.3.-01.04.2023 International integration study trip to Reno Athen Trip 23.4.-29.4.2023 International integration study trip to Athens Tel Aviv Trip 6.-12.5.2025 International integration study trip to Tel Aviv (TBC)</p>
Attendance requirement	<p>OnCampus Deep Dive Intercultural Preparation & Project Kick-off Day / Study Trip incl. all the visits, lectures and excursions on the study trip program</p>
Proof of competence	<p>International Live Case Project: Status report presentation and Final report</p> <p>100% Group work as the main purpose is the implementation of the knowledge gained on a international live case project in the team</p>
Mode of repetition	<p>Spring semester 2024</p>
Degree programme, semester	<p>MSc Digital Business Administration, 2022-2023, 4 FS, BB, Bern</p>