Syllabus
BIS1111 Digital Business-Applications
Prof. Dr. Joachim Schuler
Summer Semester 2023

Level	Bachelor
Credits	5
Student Contact Hours	4 units of 45 minutes/week (4 "SWS")
Workload	150 hours, 60 hours within class and 90 hours for self-study
Prerequisites	Proof of English language skills
Time	times, rooms, starting date – see online timetable
Room	
Start Date	

Lecturer	**Name**	Prof. Dr. Joachim Schuler
	Office	W2.3.23 / W2.2.23
	Virtual Office	Microsoft Teams
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Summary

This course studies the role of business applications, how they support the value chain of a company, provide a platform for E-Business, support managing knowledge and decision making.

The students will get an overview about the typical portfolio of digital business applications in divers industries, understand relationship between business requirements and corresponding IT solutions be aware of challenges to implement digital business applications as a case of change management and are able to solve modest complex business tasks by using a software system

Outline of the Course

- Introduction to "business" and business processes
- Overview business applications und eBusiness
- Selecting and Implementing business applications
- Deeper view to some business application like CRM, BI, ERP

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

	Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
	After completion of the program the students will be able…	After completion of the course the students will be able…	Term Paper
			100%
			Collective
1	**Expert Knowledge**		
1.1	…to demonstrate their distinguished and sound competencies in General Business Administration.	... to understand eBusiness and how business models help companiesset a path to grow and retain business value.	X
2	**Digital Skills**		
2.1	...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	… to understand the goals of business applications for the business and be able to ascertain the scope, role, and relevance of Information Systems for business and optimization of processes.	X
2.3	...to effectively use digital technologies to interact, to collaborate and to communicate.	… to cooperate remotely and commonly solve a case study by using communication platforms.	X
3	**Critical Thinking and Analytical Competence**		
3.1	...to implement adequate methods in a competent manner and to apply them to complex problems.	… to critically analyse processes in business.	X
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	… to reflect on KPIs and how to optimize business processes.	X
4	**Ethical Awareness**		
5	**Communication and Collaboration Skills**		
5.2	...to demonstrate their oral communication skills in presentations.	… to condense their knowledge in an appropriate manner to present their project results in an easily understandable way in the system.	X
5.3	...to work successfully in a team by performing practical tasks.	... to coordinate in a team, to bring about agreements and decisions, to distribute tasks and to monitor the progress.	X
6	**Internationalization**		
6.2	...to articulate themselves in a professional manner in international business.	… to explain their findings in English using correct terminology.	

This course follows a holistic approach to teaching and learning with Hands-on-Training. During the lectures, the content will be presented supported by in-class discussions. Additionally, case studys are used to deepen the students' understanding. The case study will need to be work in teams.

Literature and Course Materials

- Laudon, K.C. and Laudon, J.P., Management Information Systems. Managing the Digital Firm. 13th ed., Boston et al 2014 (respectively the current edition

Lecture slides, case material, and any additional resources will be provided through the e-learning platform.f

Assessment

Your grade for this course is derived from scores you will receive on a number of graded activities. Each activity has been assigned a point value based on specific criteria. Graded Activities included the following:

- o Contribution to discussion, forum ….   15%
- o Assignments and Projects (group work)   35%
- o Final Presentation   50%

Team work is to be shared equally among members of the group.

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Schedule

BIS 1111	
Digital Business-Applications (DBA)	
W2.2.03	9.45 -13.00
15.03.2023	Kick Off
22.03.2023	Intro Business
29.03.2023	Business Applications
05.04.2023	Requirements, ERP Selection
12.04.2023	
19.04.2023	Q&A BPMN and Odoo
26.04.2023	CRM
03.05.2023	Odoo Watch Me
10.05.2023	
17.05.2023	eBusiness
24.05.2023	eBusiness
31.05.2023	
07.06.2023	Future Business Apps
14.06.2023	Future Business Apps
21.06.2023	Final Presentation
28.06.2023	Feedback

Code of Conduct for online Teaching

Link to the Code of Conduct for online Teaching

Additional Information

In support of this course, the e-learning platform Moodle will be used.

Additional we will use TEAMS for communication and collaboration.