Business PF
Business School
Fakultät für Wirtschaft und Recht
Hochschule Pforzheim

HS PF

Syllabus
CON3202 Controlling of digital business models
Prof. Dr. Patrick Kraus
Winter Semester 2022/23

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	90 hours including 30 contact hours	
Prerequisites	The first study section must be completed in full	
Time	Thursday, 08:00 – 09:30 o'clock	
Room	See LSF	
Start Date	06.10.2022	
Lecturer	**Name**	Prof. Dr. Patrick Kraus
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	Virtual Office	Internet Office Kraus
	Office Hours	Siehe LSF
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Summary

The course ‘Controlling of digital business models’ consists of a lecture of 2 contact hours per week (30 contact hours). The course provides a profound overview of digital business models and how they can be managed. Students should be sensitized about the complexity of digital and hybrid business models and related challenges. Digital business modes will be discussed from a theoretical perspective, however great parts of the lecture are also based on case studies to ensure an applied perspective. The nature of the overall course is hence interactive. Moreover, research papers on digital transformation and digital business models are complimentarily used. Finally, students will have to prepare a presentation on digital business models.

Outline of the Course

1. Introduction to the Course
2. Selected Theoretical Foundations
3. Business Models and Digital Business Models
4. Case Studies on Digital Business Models and Digital Companies

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

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods	
	After completion of the program the students will be able…	After completion of the course the students will be able…	Presentation	Written Exam
			25 %	75 %
			Collective	Individual
1	**Expert Knowledge**			
1.1	…to demonstrate their distinguished and sound competencies in General Business Administration.	… to understand the relevance of digital transformation in relation to business models, the changes resulting out of that as well as how the transformation can be managed.		x
1.5	...to demonstrate profound expert knowledge in their field of specialization.	…to analyze and assess digital business models by means of various KPIs and parameters.	x	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 have a profound knowledge of various digital business models and digital technologies applied within these business models.		x
2.3	...to effectively use digital technologies to interact, to collaborate and to communicate.	…to use collaboration tools to work on smaller project as a team.	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 reflectively and appropriately apply KPIs and parameters to analyze digital business models.	x	x
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	…to critically analyze digital business models, be aware of advantages and challenges and to be able to develop profound recommendations with regard to the implementation and further development of digital business models.	x	x
5	**Communication and Collaboration Skills**			
5.2	...to demonstrate their oral communication skills in presentations.	…to present a critical analysis of a digital business model in a convincing manner.	x	
5.3	...to work successfully in a team by performing practical tasks.	…to work together as a team and prepare an academic presentation.	x	
6	**Internationalization**			
6.1	...to understand and explain business challenges in an international context.	…to understand the global relevance of digital transformation and digital business models.		x

Teaching and Learning Approach

The overall nature of the course is highly interactive and participatory. The course consists of different didactical elements, such as traditional classes with lectures, the intense analysis of case studies as well as the independent accumulation of knowledge by preparing a presentation and self-learning phases. Additionally, practitioners will be invited to hold guest talks, to illustrate the practical application of the contents discussed in class. It is important to note that an active involvement and preparation is an important component of the class and ensures a good preparation for the final exam.

Literature and Course Materials

Lecture notes will be provided as well as the case studies, which will be discussed in class. Moreover, a selection of research papers will be provided, which will be partly discussed in class, too. Others serve as optional readings. It is recommended that students look at the below additional literature.

Recommended books (current edition):

- Aagaard, A. (ed.): Digital Business Models – Driving Transformation and Innovation, Palgrave Macmillan, Cham.
- Øverby, H. and Audestad, J.A.: Introduction to Digital Economics – Foundations, Business Models and Case Studies, Springer Cham.
- Schallmo, R.A. and Williams, C.A.: Digital Transformation Now! Guiding the Successful Digitalization of Your Business Model, Springer, Cham.
- Wirtz, B.W.: Digital Business Models – Concepts, Models and the Alphabet Case Study, Springer, Cham.

Assessment

The assessment is based on an exam (60 min) in the regular examination period as well as on a presentation given by the students.

Code of Conduct for online Teaching

Link to the Code of Conduct for online Teaching