Digital Business-Aplications
BIS 1111

Syllabus, Summer 2020

Weekly hours | 4 hours
ECTS-Credits | 5

Workload
- Contact hours 15*4= 60 hours
- Reading assignment for each class 14*2=28 hours
- Do research on the internet to find current case studies of companies related to digital business applications 6*2= 12 hours
- Rework of class content 15*2 = 30 hours
- Exam preparation 20 hours
- Total:150 hours

Begin | 19.3.2020
Language | English
Prerequisites | none
Lecturer
- Prof. Dr. Joachim Schuler
- Office: W2.2.04
- Email: joachim.schuler@hs-pforzheim.de
- Office hours/colloquium: see LSF

Course Description
The course imparts Digital business applications
- to support the value chain of a company
- to provide a platform for E-Business
- to support managing knowledge and decision making and
- Computer-based exercises to solve modest complex business tasks

Learning Goals
The students
- have an overview about the typical portfolio of digital business applications in divers industries
- understand relationship between business requirements and corresponding IT solutions
- are aware of challenges to implement digital business applications as a case of change management
- are able to solve modest complex business tasks by using a software system
Overview of Course Content

- 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

Contribution to program goals

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<tr>
<th></th>
<th>Use of IT in laboratory</th>
<th>Critical thinking and analytical competence</th>
<th>Oral communication</th>
<th>Team work</th>
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<tbody>
<tr>
<td>2.1</td>
<td>Computer based exercises with Excel, CRM, BI-Systems</td>
<td>Critical analysis of requirements for business applications</td>
<td>Presentation of project results</td>
<td>Conducting team work</td>
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<td>7.1</td>
<td>Expert knowledge</td>
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<td>7.2</td>
<td>Application of methods</td>
<td>Selection of standard software</td>
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<td>7.3</td>
<td>Critical reflection/alternative solutions</td>
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Teaching approach

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.

Course 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:

- Contribution to discussion, forum ..... 25%
- Assignments and Projects (group work) 25%
- Final written exam 50%

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


Ressources

Lecture slides, materials and any additional resources will be provided through the e-learning platform

Timetable (tentative)

W3.2.02
13.45 - 17.00

- 19.03.20 Kick Off
- 26.03.20 Intro Business
- 02.04.20 Business Applications
- 09.04.20
- 16.04.20 Business Applications
- 23.04.20 Business Applications CRM
- 30.04.20 CRM Workshop
- 07.05.20 Business Applications ERP
- 14.05.20 eBusiness
- 21.05.20
- 28.05.20 Presentation
- 04.06.20
- 11.06.20 Future Business Apps
- 18.06.20 Future Business Apps
- 25.06.20 Exam