Lecture
"Digital Entrepreneurship and Digital Transformation"
(12-UGF3, Master program, 5 ECTS, Summer 20, in English language)

Background

The internet and related technological breakthroughs have created vast opportunities for entrepreneurs and managers alike. In the face of rapid technological change and blurring industry boundaries, a key question is the same for both groups: How can competitive advantage be achieved and sustained in the 'era of digital revolution'.

This theory-led and action-oriented module sheds light on digital entrepreneurship and digital transformation. On successful completion, you will be able to: (1) explain why, when and how digital entrepreneurship and digital transformation develops, (2) explain why, when and how some 'digital start-ups' and some incumbents effectively integrating digital technology are more successful than others, (3) systematically choose between different routes of entrepreneurial and managerial action, and (4) create and evaluate entrepreneurial business plans in this arena.

Prerequisites

None

Tentative course structure

(1) Introduction
(2) Digital business models
(3) Identifying and exploiting opportunities for digital entrepreneurship
(4) Strategies for creating competitive advantage in digital entrepreneurship
(5) Digital marketing for entrepreneurs
(6) Crowdfunding for entrepreneurs
(7) Design thinking
(8) Lean startup
(9) Platform ecosystems and online communities
(10) Digital strategy and digital transformation
(11) The agile organization
(12) Crowdsourcing
(13) Online fraud
(14) Wrap-up and Q&A

Literature

Chaffey D. 2015. *Digital business and e-commerce management*. Pearsons: Harlow.

Chaffey D, Ellis-Chadwick F. 2017. *Digital marketing* (6th ed.). Pearson: Edinburgh.

Kotler P, Kartajaya H, Setiawan I. 2017. *Marketing 4.0: Moving from traditional to digital*. Wiley: Hoboken, New Jersey.

Schilling MA. 2017. *Strategic management of technological innovation* (5th ed.). McGraw-Hill Education: New York, NY.

Assessment
60-minute exam

Language
English; students can answer exam questions in German

WueCampus
You can self-enroll to WueCampus until the third lecture week. No further enrolments will be possible beyond that date and we will not manually enroll any students missing the registration deadline. The registration will remain valid for two terms.

Module convenor and contact
Prof. Dr. Sascha Walter

Last change: 27th January 2020