



Chair of Information Systems -  
Innovation & Value Creation



FRIEDRICH-ALEXANDER  
UNIVERSITÄT  
ERLANGEN-NÜRNBERG

SCHOOL OF BUSINESS  
AND ECONOMICS

# Digital Transformation Project (DTP)

Prof. Dr. Angela Roth

Summer Term 2020

## Syllabus

Teaching assistant: Julius Kirschbaum | [julius.kirschbaum@fau.de](mailto:julius.kirschbaum@fau.de)  
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Case Partner:

A well known sporting goods  
Company from the region.



## Course Overview

**Note: Due to the SARS-CoV-19 Virus, this course is held in an interactive, virtual format using the newly acquired Zoom licenses for the whole university. In case of system collapse, other software is ready in reserve.**

**Students are still required to engage in discussions, questions and work in (virtual) groups, as well as present answers and solutions in front of the class. The platform for communication is StudOn. All relevant information will be posted there. For the first session all students receive an e-mail with further instruction some days before the course.**

Course Name:	<b>Digital Transformation Project (DTS)</b>
Degree Programmes:	<ul style="list-style-type: none"><li>▪ International Information Systems</li><li>▪ Management</li><li>▪ Marketing</li></ul>
Lecturer:	Prof. Dr. Angela Roth
Teaching assistant:	Julius Kirschbaum   <a href="mailto:julius.kirschbaum@fau.de">julius.kirschbaum@fau.de</a>
Room:	Virtual Room (the physical room <a href="#">LG 5.155</a> will not be accessible)

Location and Time:	Session	Date	Time
	Session I <i>Lecture &amp; Organisation</i>	Mi 22.04.20	13:15 - 14:45 15:00 - 16:30
	Session II <i>Case Introduction &amp; Lecture</i>	Mi 29.04.20	13:15 - 14:45 15:00 - 16:30
	Session III <i>Lecture &amp; Exercise</i>	Mi 06.05.20	13:15 - 14:45 15:00 - 16:30
	Session IV <i>Lecture &amp; Exercise</i>	Mi 13.05.20	13:15 - 14:45 15:00 - 16:30
	Session V <i>Lecture &amp; Exercise</i>	Mi 20.05.20	13:15 - 14:45 15:00 - 16:30
	Session VI (optional) <i>Question Round</i>	Mi 27.05.20	13:15 - 14:45 15:00 - 16:30
	Session VII <i>Feedback Round</i>	e.g. 24.06.20	13:15 - 14:45 15:00 - 16:30
	<b>Session VIII</b> <b><i>Final Presentation</i></b>	e.g. 01.07.20	tbd.
	<b>Award Ceremony</b>	to be announced	tbd.

Type of Teaching:	Interactive lecture, method exercises in groups, student presentations, case-based-exam, industrial case partner	
Content Description:	<p>In this course, students will focus on developing and evaluating solutions for organizational challenges in the context of digital transformation.</p> <p>In doing so, they work together with organizations from various industries and gain in-depth experience in solving organizational problems using a systematic design science research process.</p> <p>Moreover, they will get familiar with empirical research methods and improve their presentation as well as writing skills.</p>	
Qualification Objectives:	<p>The students</p> <ul style="list-style-type: none"> <li>▪ possess comprehensive, detailed, and specialized problem solving skills in the context of digital transformation</li> <li>▪ can independently plan and carry out design science research processes</li> <li>▪ can situationally identify, collect and analyse relevant organizational data</li> <li>▪ are familiar with the topic of digital transformation and its effects on organizational stakeholders</li> </ul>	
Literature:	We use three different kinds of materials: (1) lecture slides, (2) exercises with case studies and (3) scientific articles	
Group Size:	The course is for a maximum of 25 participants	
Registration dates:	<b>Earliest</b>	<b>Latest</b>
	01.03.2020 - 8:00	20.04.2020 - 23:55
Examination:	<p>The course grade will be determined based on the following mode of evaluation:</p> <p>Team Seminar-Paper (70%) (Team effort)  Presentation (30%) (individual grading)</p>	
Examination dates:	<b>Earliest hand-in</b>	<b>Latest hand-in</b>
	24.07.2020	15.08.2020
Participation Requirements:	<ul style="list-style-type: none"> <li>▪ Solid command of English (all lectures and content will be in English)</li> <li>▪ This class demands the continuous participation in the class discussions.</li> </ul>	
Credit points / Contact hours:	5 ECTS / 4 SWS	

This course will be managed via the **e-learning platform StudON**. All lecture slides and readings will be deposited here.

Notes: **Required case reading for the first session** will be communicated via **e-Mail** to all class participants before the first lecture.

This course involves a case-based competition with **a well-known sporting goods company from the region**, which is the basis for the exam.