

Digital Transformation Project (DTP) Kick-Off

Prof. Dr. Angela Roth

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Lecturers and Supervisors

Who to contact



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1 Chair Overview & Introduction

2 Course Outline & Format

3 Cases

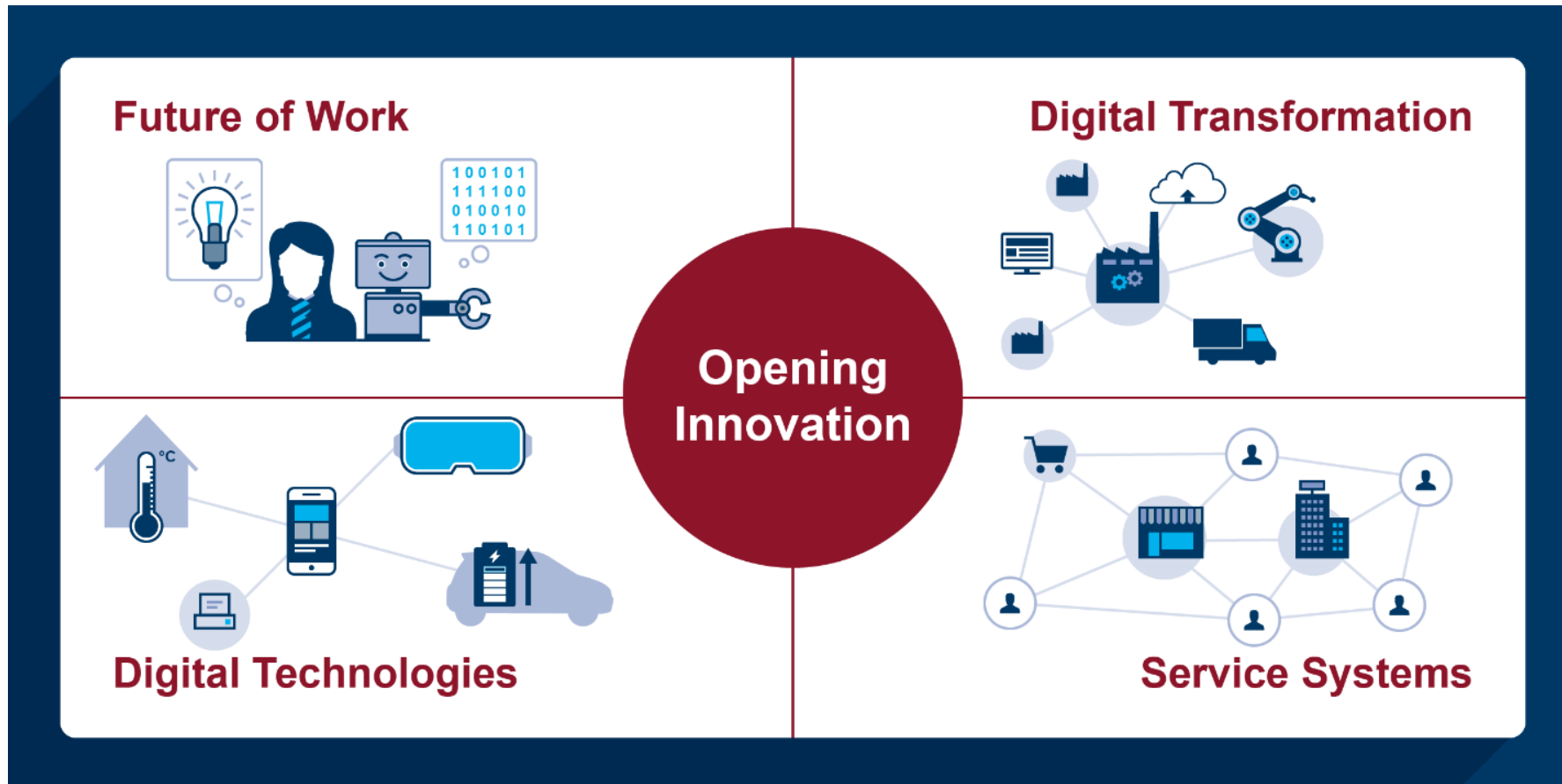
1 Chair Overview & Introduction

2 Course Outline & Format

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Our research focus at Wi1

Topics and perspectives



Wi1 Team

Who are the people of Wi1



Wi1 Team



Prof. Dr. Kathrin M. Möslein
Chair



Prof. Dr. Angela Roth
Co-Chair



Monika Hanisch
Office Management / General Questions



Dr. Julia Jonas
Postdoctoral Researcher



Dr. Elena Krause-Söhner
Postdoctoral Researcher



Dr. Patrick Meyer
Postdoctoral Researcher



Dr. Sascha Julian Oks
Postdoctoral Researcher



Dr. Tim Posselt
Postdoctoral Researcher



Khaoula Behi, M.IM.
Doctoral Student



Natalie Breutner, M.Sc.
Research Associate and Doctoral Student



Matthias Förster, M.Sc.
Doctoral Student



Layla Hajjam, M.Sc.
Research Associate and Doctoral Student



Dominik Kalb, M.Sc.
Doctoral Student



Julius Kirschbaum, M.Sc.
Research Associate and Doctoral Student



Spyridon Georg Koustas, M.Sc.
Research Associate and Doctoral Student



Julian Kurtz, M.Sc.
Research Associate and Doctoral Student



Nina Lugmair, M.Sc.
Research Associate and Doctoral Student



Tim Mosig, M.Sc.
Doctoral Student



Moritz Müller, MBA
Doctoral Student



Melanie Oßwald, Dipl.-Des., MMM
Doctoral Student



Matthias Raß, Dipl.-Kfm.
Doctoral Student



Joni Riihimäki, M.Sc.
Research Associate and Doctoral Student



Peter Schopf
Doctoral Student



Veronika Seilz, M.A.
Doctoral Student



Timon Sengewald, M.Sc.
Research Associate and Doctoral Student



Laura Steinmaß, M.Bc.
Doctoral Student



Marc Stickdorn
Doctoral Student



Eike Trost
Doctoral Student



Janik Wadlinger, M.Sc.
Doctoral Student



Matthäus Wilga, M.Sc., M.Sc.
Research Associate and Doctoral Student



Larisa Zaburdaeva, M.Sc.
Doctoral Student

Research Projects at Wi1

What we work on



CoDi



IIP-Ecosphere
Next Level Ecosphere for
Intelligent Industrial Production



Master Courses - Winter Semester

- [Designing Technology](#)
- [Innovation and Leadership](#)
- [Masterseminar](#)
- [Patenting for Innovation](#)
- [Platform Strategies](#)
- [Service Quality Engineering -
Dienstleistungsqualität entwickeln \(SQE\) - WS](#)

Master Courses - Summer Semester

- [Digital Transformation Project](#)
- [Masterseminar](#)
- [Organizing for Digital Transformation](#)
- [Service Innovation](#)
- [Service Quality Engineering -
Dienstleistungsqualität entwickeln
\(SQE\) - SS](#)

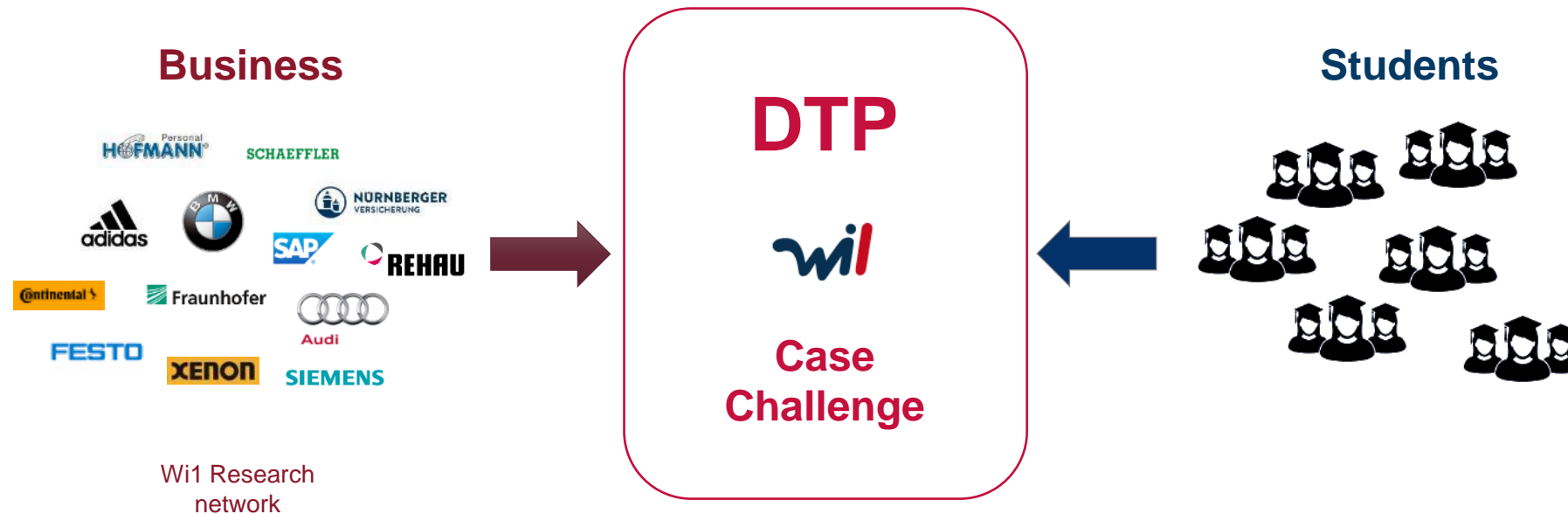
1 Chair Overview & Introduction

2 **Course Outline & Format**

3 Cases

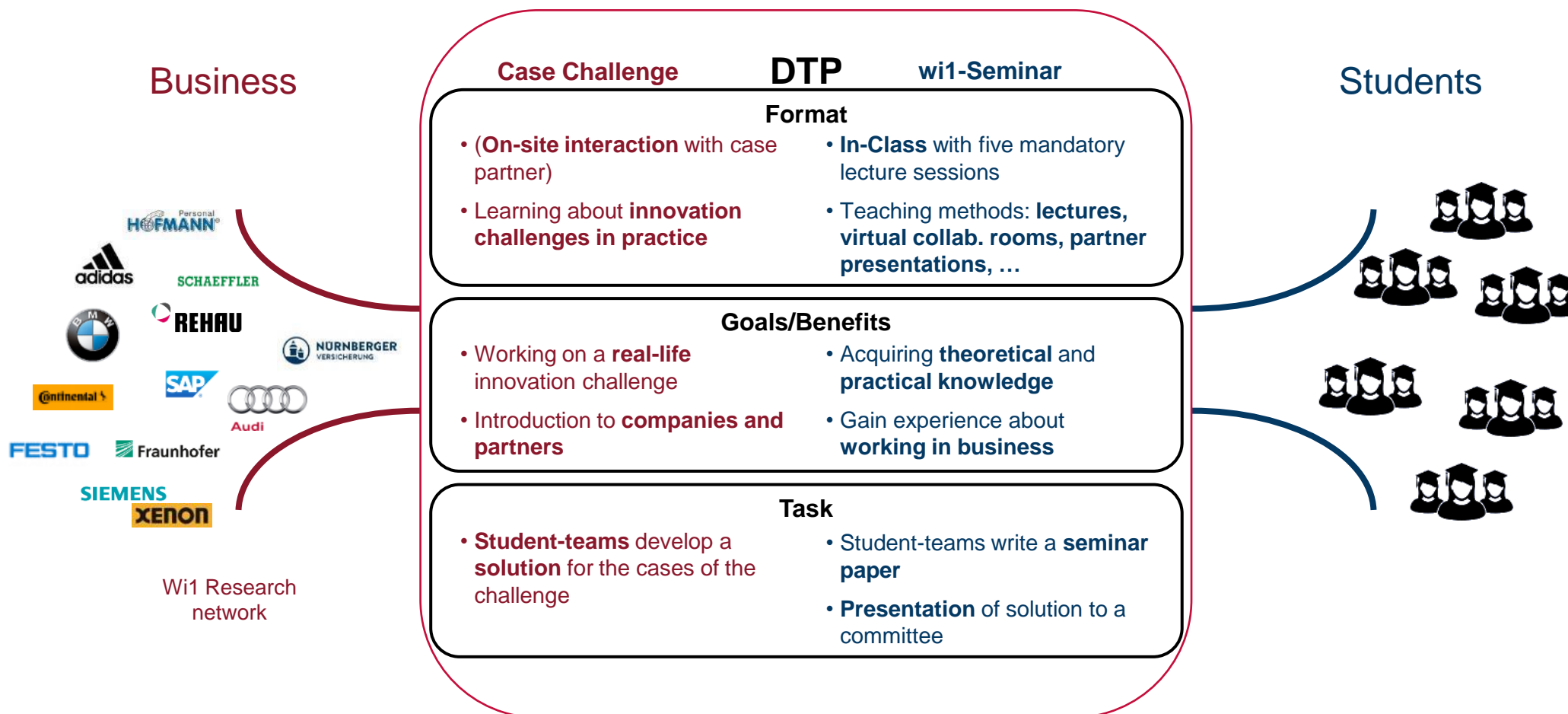
General Concept

The course setting



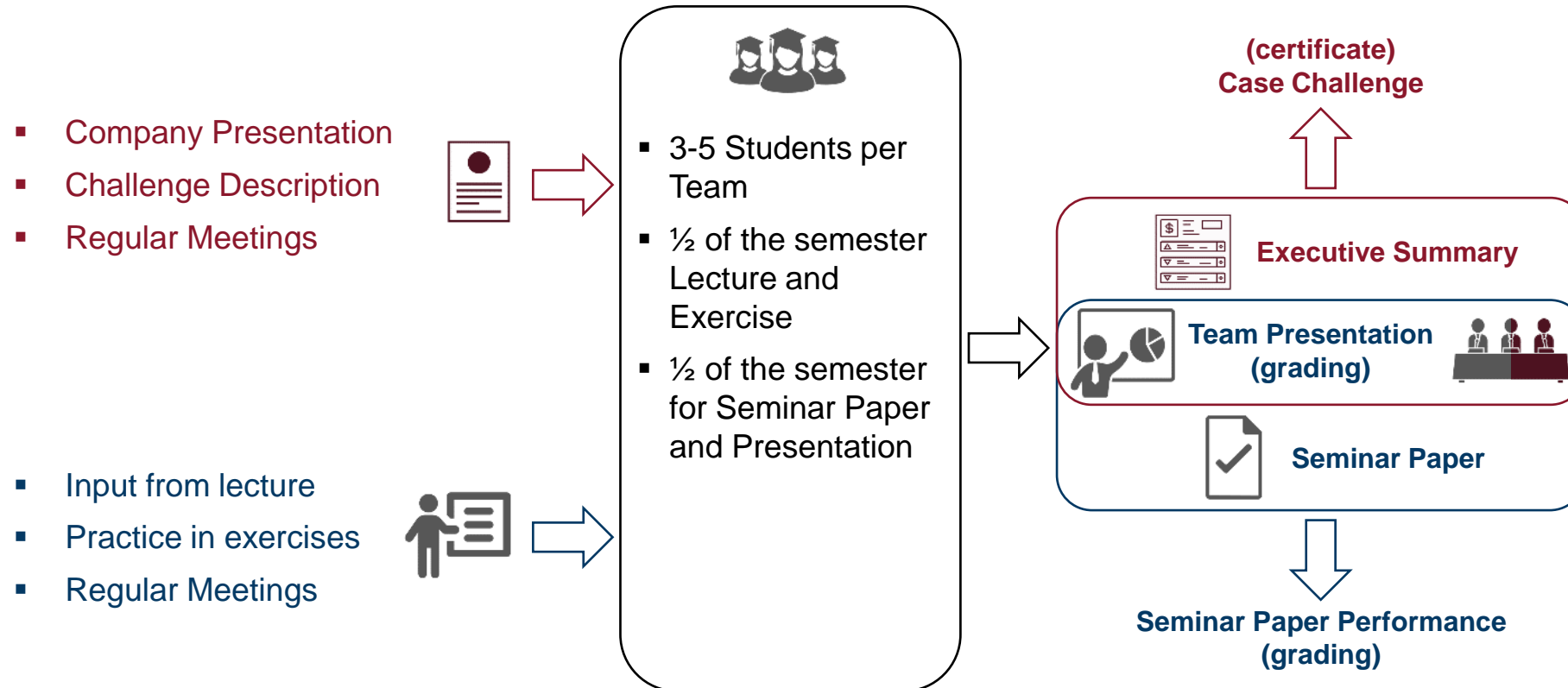
General Concept

How it works



General Concept

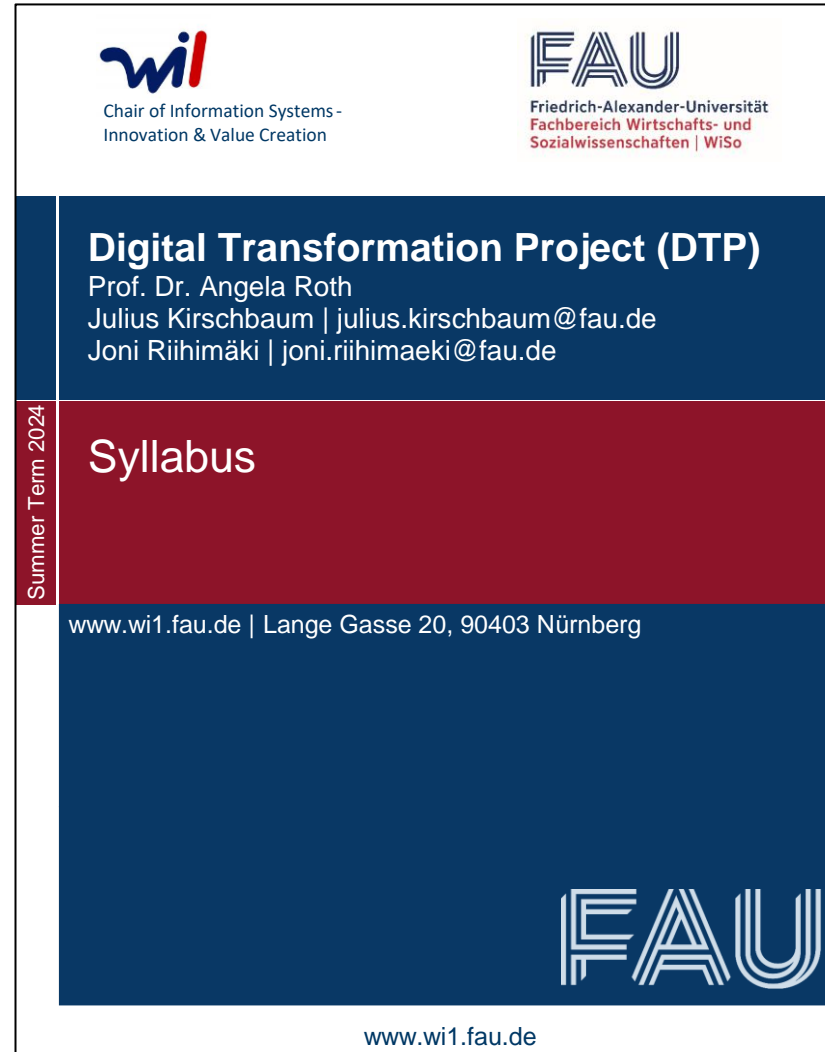
How it works



The Syllabus

All you need to know about the course

[Click →](#)



The image shows the cover of a syllabus document. At the top left is the 'wi1' logo with the text 'Chair of Information Systems - Innovation & Value Creation'. At the top right is the 'FAU' logo with the text 'Friedrich-Alexander-Universität Fachbereich Wirtschafts- und Sozialwissenschaften | WiSo'. The main title is 'Digital Transformation Project (DTP)' in white text on a dark blue background, followed by the names and email addresses of Prof. Dr. Angela Roth, Julius Kirschbaum, and Joni Riihimäki. A red vertical bar on the left side of the middle section contains the text 'Summer Term 2024'. The word 'Syllabus' is written in white on a dark red background. Below this, the website 'www.wi1.fau.de' and the address 'Lange Gasse 20, 90403 Nürnberg' are listed. The bottom of the cover features the 'FAU' logo and the website 'www.wi1.fau.de' on a dark blue background.

Exam Registration:

After the kick-off, you have 1 week to decide to take the course. Due to the format and cooperation with companies from practice, a drop-out from the course is not possible.

Latest
24.04.24 – 13:15

Examination:

The course grade will be determined based on the following mode of evaluation:

- Presentation (partly group work) (2,5 ECTS)
- Seminar Paper (partly group work) (2,5 ECTS)

Examination Dates: (Deadlines)

Presentation	Seminar Paper
31.07.24 - 13:15	21.08.24 - 23:55

These measures are independent of the group size.

Scope of the paper

- The length of the paper should be between 20-30 pages, which is measured by word count. This corresponds to 6,500-10,000 words.
- Templates are on the website
- In addition, we have a whole “how to write seminar papers” session

Scope of the presentation

- The duration of the presentation should be within 20 min +/- 2 min
- The presenters should have more or less equal length of speaking time
- In the last session we focus on “presentation skills” and “how to present in business”

What is plagiarism?

- Plagiarism is the unauthorized use or close imitation of the language and thoughts of another author and the representation thereof as one's own original work

There is a zero tolerance policy for plagiarism!

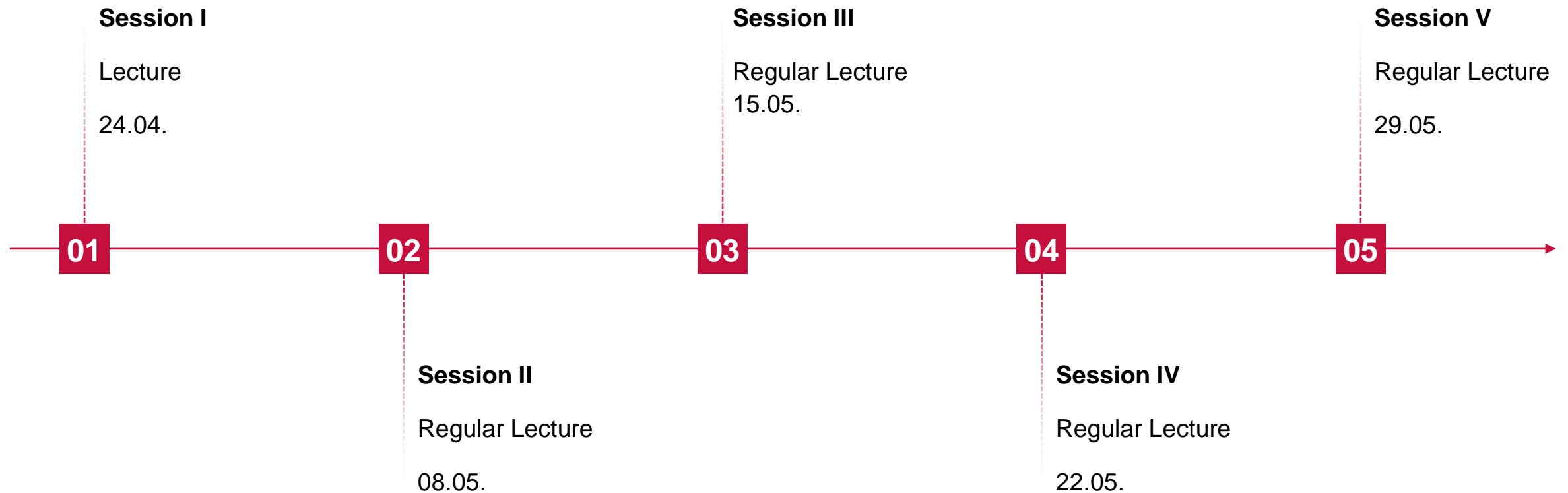
- Each assignment will be checked for plagiarism using a variety of methods
- Any case of plagiarism will be reported to the board of examiners

Consequences of plagiarism

- The final grade will be a 5.0
- The paper containing suspected plagiarism will be forwarded to the board of examiners, who will decide about further consequences. Plagiarism is a serious offence that can lead to severe consequences like a removal from the register of students

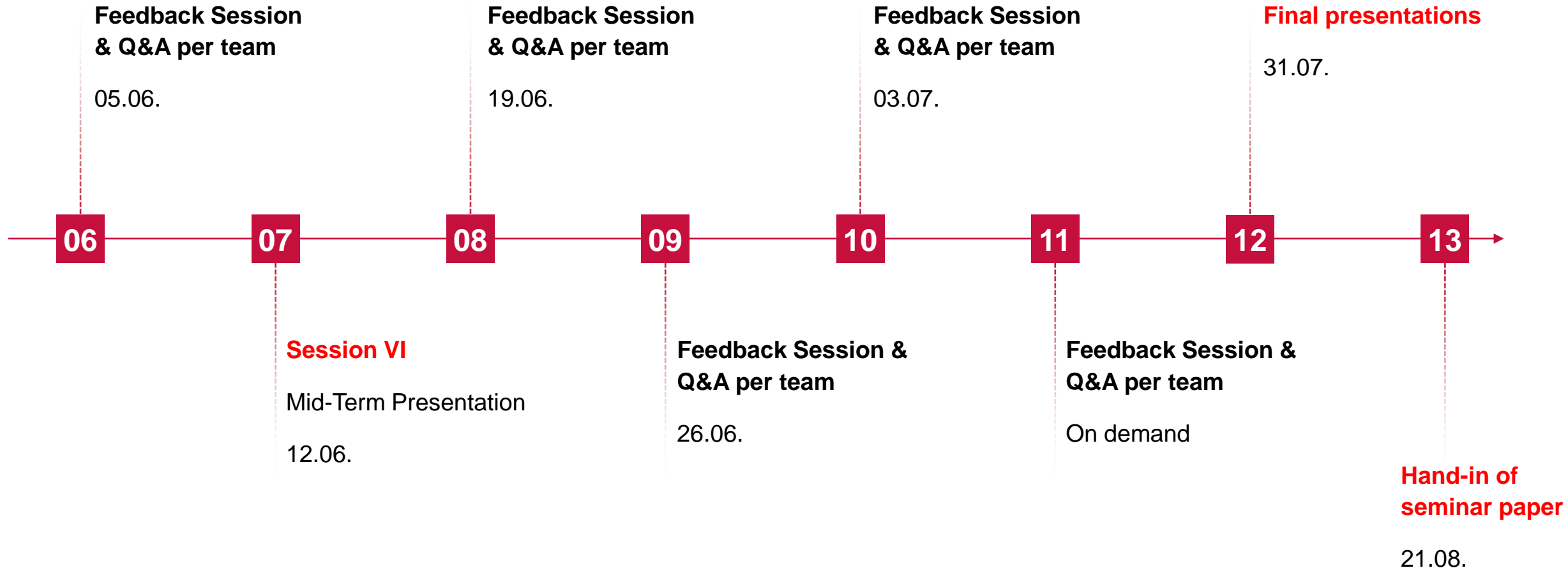
Course Schedule

Lecture dates



Course Schedule

Feedback sessions and examination



Course Content Overview

DTP sessions in your calendar



Digital Transformation Project (Master)

Seminar, DTP, 4 SWS, Englisch

Actions

Content Info Settings Members Learning Progress Metadata Export Show Member View

View Manage Sorting

Add New Item

Customize Page

Transfer Campo Connection

Welcome to the Digital Transformation Project in summer term 2024

Calendar

Apr 2024

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Subscribe

IMPORTANT NOTICE: After the kick-off, you have 1 week to decide to take the course. Everyone who joins the first session will be registered to the exams.

Note: Only students, who are registered for the examination in campo on the examination date, are allowed to take part in the examination and will consequently receive a grade for the course in campo. Students not registered for the examination will not receive a grade, regardless of their participation in the examination. Consequently, also retroactive registrations done by the chair, the entry of grades in a later semester or the issuance of a grade certificate are ruled out in such cases.

Course overview

General Information	
Time:	Mondays, 13:15 - 16:30
Location:	Room LG 5.155 (WiSo, Lange Gasse 20, 90403 Nuremberg)
Examination:	Presentation (2.5 ECTS): 31.07.24 - 13:15 (75081)
See the syllabus for more info	Seminar Paper (2.5 ECTS): 21.08.24 - 23:55 (75082)
Course type:	Lecture with Case Competition

Lecturers



Questions?

Detailed Course Schedule

Registration to the course

<https://terminplaner6.dfn.de/b/d276ed79052f3e40cd7fa03427357a63-672374>



- Register for course until Friday, April 19th 18:00
- Once registered, you will receive a grade!

- Students organise themselves in teams by registering to the groups on StudOn (3-6 students per group)
→ Registration for cases until Wednesday, May 1st 23:55
- We have 3 teams for each of the 2 cases. Choice is up to you and follows a first-come, first-serve manner.
- Please ensure that each team has a diverse background. E.g. focus on business, IT, informatics, PM

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3 **Cases**

Alliances



What is an Alliance?

What chatbots have to say about alliances

ChatGPT

An alliance is a **formal or informal agreement** or **partnership** between two or more parties, entities, or individuals to collaborate and work together towards a **common goal or shared interests**.

Alliances can take various forms and occur across different domains, including politics, business, military, and social contexts.

Consensus

Alliances are **multifaceted relationships** that play a significant role in various contexts, including therapy, business, politics, and ecology. They involve **cooperation** among parties to **achieve common goals**, and their effectiveness can be influenced by numerous factors.

Perplexity.ai

An alliance is a **formal agreement or partnership** between two or more countries, organizations, or individuals to work together to **achieve a common goal** or to provide mutual support and assistance. Alliances can be political, economic, military, or a combination of these. They are often formed to increase the collective power, influence, and security of the participating parties. Alliances can be short-term or long-term, and they can be **formal treaties or informal agreements**. Examples of alliances include the North Atlantic Treaty Organization (NATO), the European Union, and the United States-Japan security alliance.

What is a Strategic Alliance?

What chatbots have to say about strategic alliances

ChatGPT

In a business context, a strategic alliance refers to a collaborative **partnership** between two or more companies that join forces to pursue mutual interests or achieve specific strategic objectives. These alliances are typically formed to **leverage each other's strengths, capabilities, and resources in order to gain a competitive advantage** or pursue opportunities that would be difficult to achieve alone.

Consensus

Strategic alliances in a business context refer to **cooperative arrangements** between firms that aim to pursue **mutual strategic goals**, often in response to globalization, technological change, and market dynamics..

Perplexity.ai

A strategic alliance is a **formal agreement or partnership** between two or more organizations, often competitors, to work together to **achieve a common goal** or to gain a **competitive advantage**.

Strategic Alliances

Firms are turning to alliances to tackle innovation

Examples of current hot innovation topics



Mobility



Autonomous driving



Electric vehicles



Big data



Internet of Things



Artificial intelligence

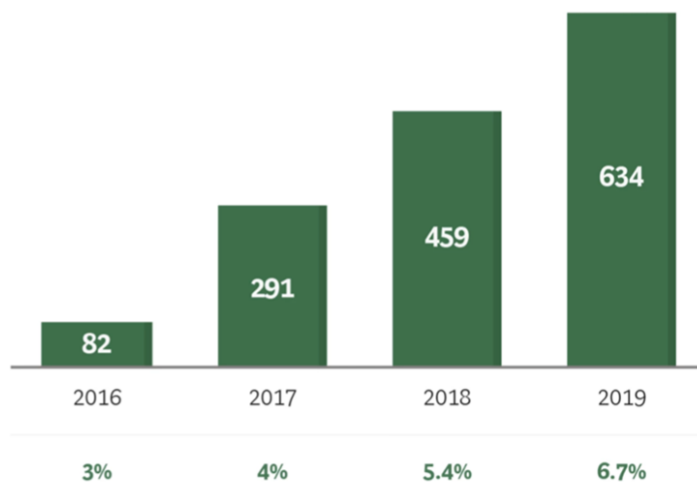


Advanced analytics

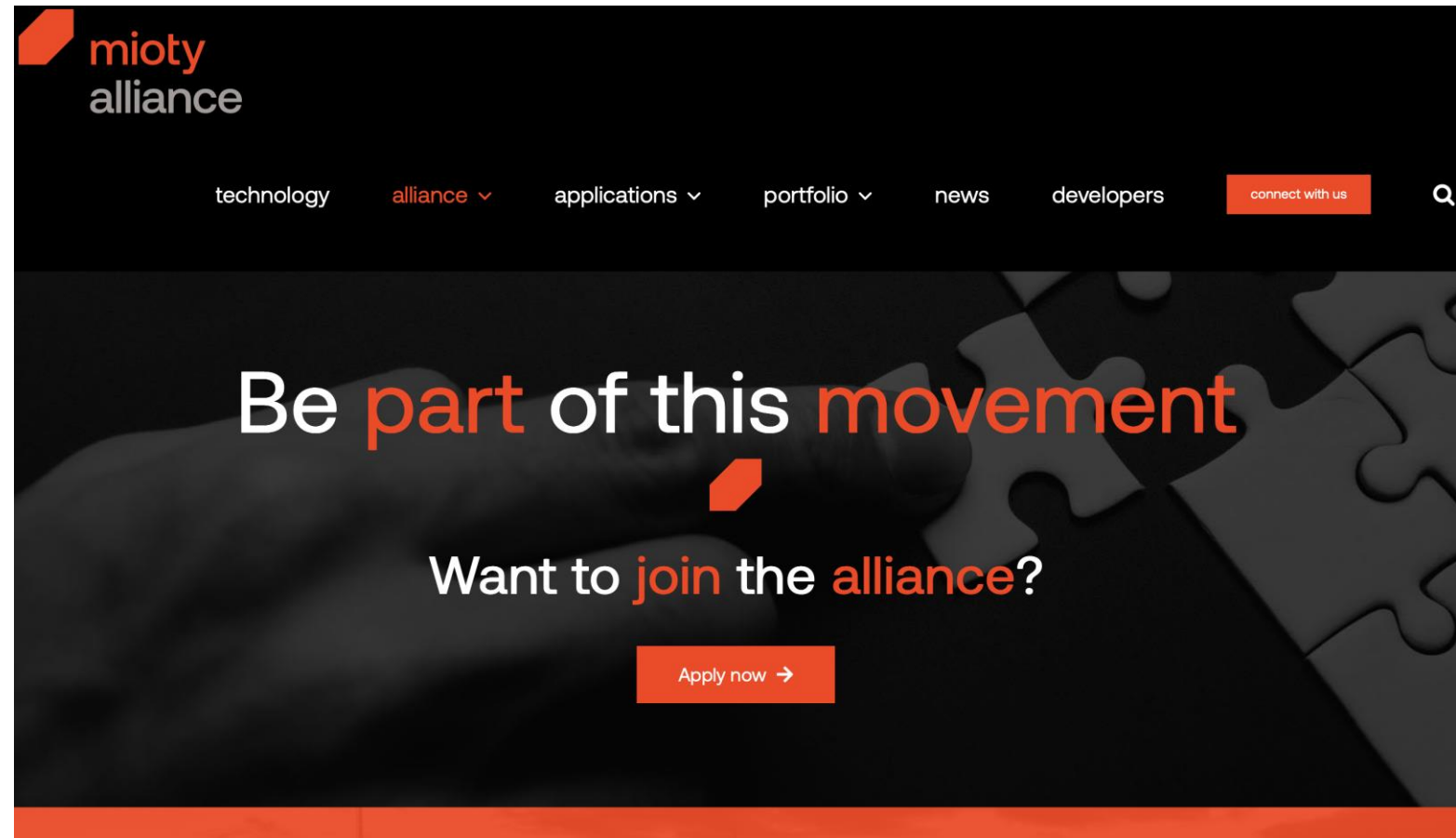


Blockchain

Number of strategic alliances formed to address these innovation topics



Share of all strategic alliances



Source: <https://www.bcg.com/publications/2022/innovation-power-of-alliances>

Case descriptions

Multiple topics arise within each case



Case 1 – Perceived Benefits

In this case, student teams will explore the perceived benefits of being a member of the mioty Alliance from the perspective of current members. They will investigate the various ways in which members value their participation in the alliance and identify the key drivers behind their decision to join and remain engaged.

Goals

1. Identify and categorize the perceived benefits that mioty Alliance members derive from their membership.
2. Understand the importance of these benefits to members and how they contribute to their overall satisfaction with the alliance.
3. Explore any potential gaps or areas for improvement in the current value proposition of the mioty Alliance.



Case 2 – Value Communication

In this case, student teams will focus on developing effective communication strategies for the mioty Alliance and its members to convey the benefits of participating in the alliance to various stakeholders, including potential new members, industry partners, and the broader IoT community. They will explore different communication channels and messaging tactics to effectively highlight the value proposition of the mioty Alliance.

Goals

1. Analyze other alliances' communication strategies and means of presentation.
2. Create clear and compelling communication materials that articulate the benefits of alliance membership in a concise and impactful manner.
3. Identify key communication channels and platforms to reach and engage with target stakeholders effectively.

Detailed Course Schedule

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Thank you for your attention

Contact

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Research Associate

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