

# Module Description/Syllabus

BE  IM  HM  CfPS



<b>Module</b>	Digital Leadership and Business Ethics			<b>Module-Number</b>	
<b>Course Title</b>	Digital Leadership and Business Ethics			<b>Overall grade weighting (in %)</b>	2,4
<b>Recommended alternative modules or courses</b>					
<b>Course of Studies</b>	Digital Enterprise Management				
<b>Examination No. (SuP)</b>	100626	<b>valid SER</b>	20212 v. 28.04.2022		
<b>Mode of Study</b>	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time				
<b>Study Cycle</b>	<input checked="" type="radio"/> Bachelor	<input type="radio"/> Master			
<b>Frequency</b>	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester		
<b>Language Competence Level and Course code SAP</b>	<input type="checkbox"/>				
<b>Responsible for the module</b>	Prof. Dr. Klaus Lang				
<b>Lecturer/s</b>	Prof. Dr. Klaus Lang				
<b>Typ of course</b>	<input checked="" type="radio"/> compulsory	<input type="radio"/> optional			
<b>Mode of delivery</b>	Blended learning (face-to-face events and e-learning)				
<b>Language of instruction</b>	<input checked="" type="radio"/> English	<input type="radio"/> German	<b>Level of course</b>	6th semester	
<b>Teaching Methods</b>	Flipped Classroom		<b>Duration</b>	1 semester	
	Case studies, discussions, teaching lectures, group work, learning modules with quizzes.				
<b>Work parameters</b>	<b>contact hours in lecture form</b>	<b>exercises (hours)</b>	<b>self-studies (hours)</b>	<b>total (hours)</b>	
<input type="checkbox"/> HNU-Workload-Calculator	60		90	150	
	<b>eLearning (hours)</b>	<b>examination preparation (hours)</b>	<b>Transfer (hours)</b>	<b>Units ("UE")</b>	
				200	
<b>Number of participants min./max.</b>	10 / 40	<b>ECTS-Points</b>	05	<b>Volume</b> (hours per semester week)	04
<b>Use for other studies</b>	Could be offered as an elective for the bachelor's degree programs "Information Management Automotive" and "Data Science Management".				

<p><b>Prerequisites/ Required competencies</b></p>	<p>The course requires basic knowledge of business administration and management of companies.</p>
<p><b>Learning Outcome</b></p> <p><b>1) Knowledge</b> <b>2) Skills</b> <b>3) Responsibility and autonomy</b></p> <div data-bbox="193 1084 529 1155" style="border: 1px solid black; padding: 5px; margin-top: 20px;"> <p>Description eight EQF Levels and Learning Outcome (1-3)</p> </div>	<p>After participating in this module, students will be able to,</p> <ul style="list-style-type: none"> <li>- explain competencies for CDOs and digital leaders -know concepts for digital leadership and to evaluate their suitability for use in everyday professional life</li> <li>-know the opportunities, risks and success factors of new work and digital leadership</li> <li>- apply agile leadership methods and decide on their use-</li> <li>- understand the fundamental challenges posed by digitalization -know and be able to evaluate technological drivers of digitalization -know and apply the fields of action for the digital transformation of companies.- know and apply procedures for digital transformation-</li> <li>understand the challenges companies face in conducting business ethically - explain basic knowledge of ethics and business ethics -understand important concepts such as corporate social responsibility and sustainability -develop strategies for balancing stakeholder interests-</li> <li>be able to apply approaches for the implementation of (IT) corporate governance in an organization -analyze the external and internal situation of a company -recognize typical management biases -develop business strategies -create strategy maps -know and apply concepts for strategy implementation know the importance of business model innovation - describe business models -develop and test new digital business models -know the building blocks of an IT strategy - to perform a business IT alignment for companies -know the procedure and criteria for prioritizing IT projects -create an IT development plan - Know and apply the procedure for developing an IT strategy -to develop new digital and IT strategies collaboratively in teams -develop awareness of ethical behavior and understand conflicting goals - develop leadership skills for digital leadership</li> </ul>
<p><b>Content</b></p>	<ul style="list-style-type: none"> <li>- Competencies for Digital Leaders and CDOs</li> <li>- Models for Digital Leadership</li> <li>- Agile leadership methods</li> <li>- Opportunities, risks and success factors of New Work and Digital Leadership</li> <li>- Challenges posed by digitalization</li> <li>- Technological drivers of digitization</li> <li>- Fields of action for the digital transformation of companies</li> <li>- Approaches to digital transformation</li> <li>- Challenges for ethical action by companies</li> <li>- Basic knowledge of ethics and business ethics</li> <li>- Important concepts such as corporate social responsibility and sustainability</li> <li>- strategies for balancing stakeholder interests</li> <li>- approaches for the introduction of (IT) corporate governance in an organization</li> <li>- External and internal analysis of the company situation</li> <li>- Typical management biases</li> <li>- Development of business strategies</li> <li>- Modeling of strategy maps</li> <li>- Concepts for the implementation of strategies (e.g. Balanced Scorecard)</li> <li>- Importance of business model innovations</li> <li>- Business Model Navigator: Business Model Patterns</li> <li>- Description of business models</li> <li>- Developing new digital business models and testing hypotheses</li> <li>- Building blocks of an IT strategy</li> <li>- Business IT alignment</li> <li>- Procedure and criteria for prioritizing IT projects</li> <li>- IT development plan and enterprise architecture management</li> <li>- Procedure for developing an IT strategy</li> </ul>

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<b>Particular admission requirements (if applicable)</b>	
<b>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</b>	9th semester
<b>Assessment method(s)</b>	Written exam, see course catalog
<b>Assessment criteria</b>	
<b>Required reading resources</b>	Schallmo, Daniel, et. al. (Hrsg), Digitale Transformation von Geschäftsmodellen Grundlagen, Instrumente und Best Practices, Gabler Verlag, 2021
	Meyer-Galow, Ehrhard, Business Ethik 3.0, Die neue integrale Ethik aus der Sicht eines CEOs, Gabler Verlag, 2020
	Wunder, Thomas, Essentials of Strategic Management: Effective Formulation and Execution of Strategy, Schäffer-Poeschel, 2016
<b>Additional (module) information</b>	
<b>Document Version</b>	1.0
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	<input type="button" value="save"/> <span style="float: right;"><input type="button" value="send"/></span>