



Titel of lecture: Digital Transformation

ECTS Credits: 3 ECTS

Degree Programme:	Management and Digital Business (Bachelor)
Semester:	1
Teaching Units:	8 teaching units
Description:	After completing the course, graduates will have knowledge of the digitalization of company processes and business models. They are familiar with methods and tools (especially artificial intelligence) to support digital transformation and can understand the effects of digitalization and artificial intelligence on processes and structures in companies. They understand the requirements for leadership and change management competencies necessary for managing digital transformation processes in the context of drivers and resistance factors. Students are able to design and support the implementation of digital transformation processes through appropriate communication, change, and implementation measures.
Assessment:	no
Academic Contact:	Mag. Dr. Nicole Lettner, lecturer, department of digital business and innovation
Administrative Contact:	<u>Claudia Grötzl</u> , Staff Mobility Coordinator, International Office
Notes:	Prerequisites for Erasmus funding for your stay: • Currently valid partnership agreement (Inter-Institutional Agreement) • At least 8 teaching unit • At least 2 full days spent at USTP • Ukraine: at least 5 days spent at USTP