

IT-STRATEGIEN & DIGITALISIERUNGS-MANAGEMENT

00: INTRODUCTION



ALEXANDER PFLIEGER, M. SC.

REFERENT

WHO AM I?

Alexander Pflieger, M.Sc.

Business economist, business IT specialist

Since 2015: side business in software development

Since 2020: Researcher in Digitalization & Health Care at DIT

Certified in data science

Certified as machine learning engineer

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OVERVIEW

WHAT ARE WE PLANNING?

Agenda

- Organizational information
- Information about the course
- Information about grading
- Insight into the challenges



OVERVIEW

WHAT ARE WE PLANNING?

Organization and goal of the course

- As part of the event, a project work is to be carried out in groups on a topic of your own choosing.
- This can be a topic from the shortlist of challenges or a topic of your own choosing.
- In addition to the practical work, the project work must be put into written form (study paper) and presented in the last event at the end of the semester.



OVERVIEW

WHAT ARE WE PLANNING?

How is the final grade made up?

- Project work in groups over the course of the semester
(50%)
- Written work in the form of a term paper and presentation
(50%)

Who grades what?

- 50% Kathrin Auer
- 50% Alexander Pflieger



ORGANIZATIONAL MATTERS

HOW DOES THE PROJECT WORK PROCEED?

Dealing with the challenges

- Topics are presented
- Selection of interesting topics
- Group formation
- Lectures along the project



ORGANIZATIONAL MATTERS

WHAT WILL WE DO TOGETHER?

Topics:

- Digital business models and company management
- Digital conception & user behavior tracking
- Basics of website optimization (SEO/SEA)
- Mock-ups, MVP, click dummies (1) & differences Programming scripting
- Mock-ups, MVP, click dummies (2) & programming, web development etc.
- Software development
- Process digitalization and automation (RPA)
- Trend topics (AI, drones, 3D printing, blockchain, VR glasses, cloud computing etc.)
- Data management: Data science/data analysis (1)
- Data management: Data science/data analysis (2)

