

Online Lecture_Digital Dynamics Summer Semester 2024

Name of the course	Digital Dynamics
Name of the lecturer	Thomas Wittig
Description of the course	<p>«Digital and Business Transformation Dynamics» How to understand and manage dynamics and make smarter business choices. This seminar will cover examples in the areas of:</p> <ul style="list-style-type: none"> • Strategic performance scenarios and growth strategies • Market Dynamics and Digital Marketing Sales • Organization development and staffing dynamics • Customer service and Customer success operations • Development of new products and services • Supply chains and business eco-systems <p>Participants benefit from</p> <ul style="list-style-type: none"> • Learning and experimenting with key strategies and tactics. • Learning how feedback structure drive dynamic behavior, uncertainty and complexity. • Making decisions and allocating resources under uncertainty. • Business simulations and experimental learning
Dates	t.b.c.
Kind of exam	Rated project work, class participation, graded online quiz
Prerequisites required	None
Recommended reading	None