

## Corporate Business Transformation

### Modulübersicht

Course code: IMTBCB1/WINBCB1

Responsible: Markus Schwarz

Module size (ECTS): 2,5

SWS: 2

Semester: 4-8

Prerequisites:  
Principles of Business Administration

SPO requirements: none

Language: Englisch

Examination/Grading: Based on portfolio of term papers

Digital technologies, the dynamics of globalization and a rapidly changing socio-economic environment create a challenging environment for corporate market incumbents as new competitors emerge with new business models that are better tuned to market needs. As many highly visible cases of corporate decline (mobile phones, video rentals, etc.) have indicated, this is less a result of inadequate visibility or viable strategy, but rather more a failure of leadership to initiate, plan, execute, and sustain business transformation.

In this course we will address some of the major concepts of business transformation, "classics" as well as more recent concepts discussed in literature and apply them to a concrete case study. As prospective leaders in small, medium, and large multinational enterprises, the course participants will be able to prepare and present a structured business case for transformational change, will be able to identify and evaluate key success factors in managing change, and gain increased awareness of leadership aspects in such a transition.

Instruction method is a case study of a medical equipment company that is facing serious challenges to grow and thrive in a dynamic industry. We will work in small groups to assess the current situation of the company, define the future vision and business model, and define the transition path to the new model.

This course is designed to be highly interactive and focuses on the application of knowledge as well on its acquisition.

1. Business Transformation Management – Definition and relevance
2. Dealing with technology-induced disruptive change
3. RadioActive Case Study
  - a) Program planning and Governance
  - b) As-Is data collection
  - c) Business Vision and future business model
  - e) Integrated transformation plan
4. Final Presentations – TED Style