

# DIGITAL LEADERSHIP MANAGEMENT

## STATEMENTS:

What is it all about?

Our working environment and understanding of new processes and technologies is subject to constant change. Because of the almost complete penetration of our lives through the digital economy (technology, processes, understanding), we have to deal intensively with it.

Proven leadership and management strategies of the last decades considered increasingly obsolete. Digital Business Transformation and Business Model Innovation engages the values influences but also tools of modern Internet society and the Generation Y and creates an altered hierarchy and leadership understanding. This Agile management means in consequence but also change in openness, transparency and knowledge management. As so often, there is no universally valid blueprints for successful strategies. Many factors such as industry, product, competition, target groups and more influence on the „perfect“ digital transformation strategy.

The digital transformation specialisation for your MSc gives you the right incentives, current methods and working tools and ideally the personal digital strategy for present and future entrepreneurs, founders and executives.

Studiengangsleiter Herr Norbert Barnikel

## STUDIENGEBÜHR:

525,00 Euro pro Semester mit 25 Vorlesungsstunden. Jedes Semester kann einzeln gebucht werden. Exkursionen sind individuell und optional.

## ZIELGRUPPE:

Dieses Executive Upgrade kann von Studierenden als Vertiefungsvorlesungen gewählt werden. Gleichzeitig steht es externen Professionals offen, die ihre Kompetenzen im Digital Leadership erweitern wollen. Sie erlangen eine Zusatzqualifikation auf höchstem Niveau.

Es wird ein top geranktes Hochschulzertifikat für die Veranstaltungen ausgestellt, das ihnen Ihre erworbenen bescheinigt.



DESIGNED FOR  
INTERNATIONAL MANAGEMENT

## SUBJECTS:

- Fundamentals of digital transformation Technologies, methods, success strategies, Disruption & game changer

Business models innovation

Digital Transformation = sustainable change

Digital Marketing

Lean startup

Design thinking

Challenges for management, the team, the company.

Implementing change processes, communications, marketing, product, sales, services continuously, sustainable and iterative

Digital Leadership = Agile Leadership

Communication, networking, openness,

Software & Tools for Digital Business Management

Open Innovation

Silicon Valley methods

Digital Marketing 2.0

Scrum for marketing, project and product management

Digital Curation & Social Forecasting

Working with community & crowd

Data Driven Marketing: Big Data, Smart Data, growth hacking, Analysis, Monitoring, Prediction Tools and performance review

DIGITAL TECHNOLOGIES ARE EMPOWERING CUSTOMERS LIKE NEVER BEFORE, TRANSFORMING HOW THEY DISCOVER, EXPLORE, BUY, AND ENGAGE WITH BRANDS AND PRODUCTS.

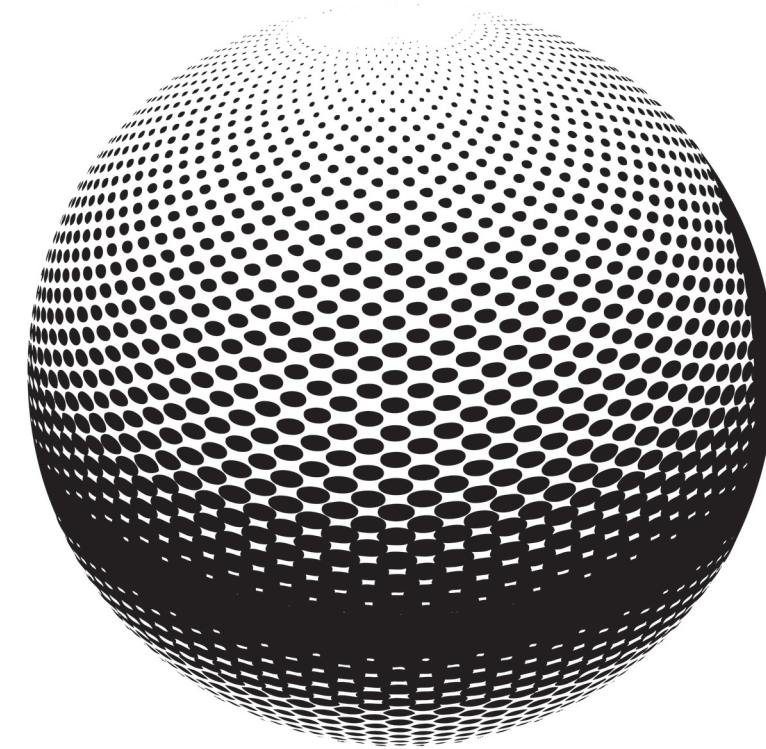
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EXECUTIVE UPGRADE

DIGITAL LEADERSHIP