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| Course Details | | | | | | | | | | | | | | | | | | | |
| Code | | | | | | | | | | | | | | **Academic Year** | | | | | **Semester** |
| BE020 | | | | | | | | | | | | | | 2021-2022 | | | | | Elective |
| Title | | | | | | | | | | | | | | **T** | **A** | | **L** | | **ECTS** |
| Digital Transformation | | | | | | | | | | | | | | 3 | 1 | | 0 | | 10 |
|  | | | | | | | | | | | | | | | | | | | |
| Language | | | | | English | | | | | | | | | | | | | | |
| Level | | | | | **Master** |  | | | **Doctorate** | | | **X** | | | | | | | |
| Department / Program | | | | | PhD in Business and Economics | | | | | | | | | | | | | | |
| Forms of Teaching and Learning | | | | | Face to face | | | | | | | | | | | | | | |
| Course Type | | | | | **Compulsory** | | |  | | | | | **Elective** | | | | | **X** | |
| Objectives | | | | | The purpose of this course is to enable students to gain knowledge in the field of digital transformation in businesses and thus to develop a theoretical background in their academic studies and to develop a perspective so that they can evaluate the applications in business life. | | | | | | | | | | | | | | |
| Content | | | | | In this course, the effects of today's digital world on businesses will be discussed; the concept of Industry 4.0, the conditions that create digital transformation in businesses and the challenges ahead, new generation technologies, digital leadership and digital culture will be covered. | | | | | | | | | | | | | | |
| Prerequisites | | | | | - | | | | | | | | | | | | | | |
| Coordinator | | | | | Prof. Dr. Müge KLEIN | | | | | | | | | | | | | | |
| Lecturer(s) | | | | | TBD | | | | | | | | | | | | | | |
| Assistant(s) | | | | | TBD | | | | | | | | | | | | | | |
| Work Placement | | | | | - | | | | | | | | | | | | | | |
| Recommended or Required Reading | | | | | | | | | | | | | | | | | | | |
| Books / Lecture Notes | | | - | | | | | | | | | | | | | | | | |
| Other Sources | | | - Abbas Strømmen-Bakhtiar. 2020. *Introduction to Digital Transformation: and its impact on  society.* Informing Science Press.  - Anup Maheshwari. 2019. *Digital Transformation: Building Intelligent Enterprises.* Wiley.  - Klaus Schwab. 2017. *The fourth Industrial Revolution*. Portfolio Penguin.  - Related Academic Papers | | | | | | | | | | | | | | | | |
| Additional Course Material | | | | | | | | | | | | | | | | | | | |
| Documents | | | - | | | | | | | | | | | | | | | | |
| Assignments | | | - | | | | | | | | | | | | | | | | |
| Exams | | | - | | | | | | | | | | | | | | | | |
| Course Composition | | | | | | | | | | | | | | | | | | | |
| Social Sciences | | |  | | | | | | | | | | | | | %70 | | | |
| Educational Sciences | | |  | | | | | | | | | | | | | % | | | |
| Natural Sciences | | |  | | | | | | | | | | | | | % | | | |
| Health Sciences | | |  | | | | | | | | | | | | | % | | | |
| Expert Knowledge | | |  | | | | | | | | | | | | | %30 | | | |
| Assessment | | | | | | | | | | | | | | | | | | | |
| Activity | | | **Count** | | | | | | | | | | | | | **Percentage (%)** | | | |
| Midterm Exam | | | 1 | | | | | | | | | | | | | 30 | | | |
| Quiz | | |  | | | | | | | | | | | | |  | | | |
| Assignments | | | 2 | | | | | | | | | | | | | 20 | | | |
| Attendance | | | 1 | | | | | | | | | | | | | 10 | | | |
| Recitations | | |  | | | | | | | | | | | | |  | | | |
| Projects | | |  | | | | | | | | | | | | |  | | | |
| Final Exam | | | 1 | | | | | | | | | | | | | 40 | | | |
| Total | | | | | | | | | | | | | | | | **100** | | | |
| ECTS Points and Work Load | | | | | | | | | | | | | | | | | | | |
| Activity | | | **Count** | | | | | | | | **Duration** | | | | | **Work Load (Hours)** | | | |
| Lectures | | | 14 | | | | | | | | 4 | | | | | 56 | | | |
| Self-Study | | |  | | | | | | | |  | | | | |  | | | |
| Assignments | | | 1 | | | | | | | | 56 | | | | | 56 | | | |
| Presentation / Seminar Preparation | | | 1 | | | | | | | | 56 | | | | | 56 | | | |
| Midterm Exam | | | 1 | | | | | | | | 56 | | | | | 56 | | | |
| Recitations | | |  | | | | | | | |  | | | | |  | | | |
| Laboratory | | |  | | | | | | | |  | | | | |  | | | |
| Projects | | |  | | | | | | | |  | | | | |  | | | |
| Final Exam | | | 1 | | | | | | | | 56 | | | | | 56 | | | |
| Total Work Load | | | | | | | | | | | | | | | | **280** | | | |
| ECTS Points (Total Work Load / 28) | | | | | | | | | | | | | | | | **10** | | | |
| Course Learning Outcomes | | | | | | | | | | | | | | | | | | | |
| 1 | To be able to understand the concept of digital transformation created by the Industry 4.0 effect and its effect on businesses. | | | | | | | | | | | | | | | | | | |
| 2 | To have knowledge about digital transformation and related concepts in businesses and to be able to interpret them. | | | | | | | | | | | | | | | | | | |
| 3 | To be able to use the necessary strategies to manage the digital transformation process in businesses. | | | | | | | | | | | | | | | | | | |
| 4 | Developing the ability to conduct a literature review in order to create a theoretical background for academic studies and a doctoral thesis in the relevant field. | | | | | | | | | | | | | | | | | | |
| 5 | To be able to have a transformational managerial perspective, to match and interpret the applications in business life with theoretical knowledge. | | | | | | | | | | | | | | | | | | |
| Weekly Content | | | | | | | | | | | | | | | | | | | |
| 1 | Industry 4.0 and Digital Transformation in Business | | | | | | | | | | | | | | | | | | |
| 2 | Internet of Things and Cloud Technology | | | | | | | | | | | | | | | | | | |
| 3 | Big Data | | | | | | | | | | | | | | | | | | |
| 4 | Artificial Intelligence and Machine Learning | | | | | | | | | | | | | | | | | | |
| 5 | Augmented and Virtual Reality, 3D Printer | | | | | | | | | | | | | | | | | | |
| 6 | Digital Culture and Digital Leadership | | | | | | | | | | | | | | | | | | |
| 7 | Digital Organization, Digital Work and Digital Worker | | | | | | | | | | | | | | | | | | |
| 8 | Digital Transformation and Innovation, Types and Management | | | | | | | | | | | | | | | | | | |
| 9 | Midterm Exam | | | | | | | | | | | | | | | | | | |
| 10 | Digital Transformation and Innovation Management | | | | | | | | | | | | | | | | | | |
| 11 | Digital Transformation Strategies for Businesses | | | | | | | | | | | | | | | | | | |
| 12 | Measurement of Digital Maturity | | | | | | | | | | | | | | | | | | |
| 13 | Digital Transformation Roadmap | | | | | | | | | | | | | | | | | | |
| 14 | Guest Presentation | | | | | | | | | | | | | | | | | | |
| 15 | General Review and Evaluation | | | | | | | | | | | | | | | | | | |
| Contribution of Learning Outcomes to Program Objectives (1-5) | | | | | | | | | | | | | | | | | | | |
| CLO | **P1** | | | **P2** | | | **P3** | | |
| 1 | 4 | | | 5 | | | 1 | | |
| 2 | 4 | | | 5 | | | 1 | | |
| 3 | 4 | | | 4 | | | 1 | | |
| 4 | 4 | | | 5 | | | 1 | | |
| 5 | 4 | | | 5 | | | 1 | | |
| Contribution Level | | 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | |
| Compiled by: | | Prof. Dr. Müge KLEIN (Head of Sub-Department Management and Organization) | | | | | | | | | | | | | | | | | |
| Date of Compilation: | | 10.05.2021 | | | | | | | | | | | | | | | | | |