



Certificate Program

Digital Transformation & Entrepreneurship

How Digitalization Influences Tomorrow's Organizations

11 - 15 June, 2018

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Digital Transformation & Entrepreneurship How Digitalization Influences Tomorrow's Organizations

Organizations worldwide talk about becoming digital. However, it seems as if the way towards this goal is rather unknown to many.

Therefore, Digital Transformation is one of the biggest challenges of our time. In this context, executives in the IT sector need to have an overview of business processes throughout the entire organization and possess the right know-how to understand and use the most important tools and figures.

The Certificate Program Digital Transformation & Entrepreneurship helps structuring the main challenges and focuses on integration and compatibility between the sectors of business and IT. It addresses all executives in the age of digital transformation.

Why a Certificate Program in Digital Transformation & Entrepreneurship?

During this course, the basic principles of digital transformation that lead to profitable and sustainable digital business models and processes will be acquired.

- Digital Transformation: Understanding IT and societal mega trends, like Big Data or The Internet of Things (IoT), and their implications for organizations and markets.
- Digital business models: Combining products and services to create market-oriented packages and aligning business goals with technical realization.
- Innovation through IT processes, research & development.
- The effect of digital innovations on business behavior.
- Digital transformation and the radical change of business models and processes.
- Concepts and examples of creating and maintaining a culture of innovation and execution.

Program Partners



The European CIO Association



Bundesverband der
IT-Anwender e.V.

The program has been designed in cooperation with EuroCIO and VOICE e.V. Members of these associations and other national bodies receive special conditions (see table below).

Duration:	5 days
Date:	11 – 15 June, 2018
Location:	TUM School of Management, Munich
Tuition fee:	€ 3,200 (€ 2,950 for members of Euro-CIO, VOICE e.V., any affiliated national body, and TUM alumni)

“We are committed to educating the new generation of managers in the age of digital transformation. The Technical University of Munich offers a demand-driven program to prepare tomorrow’s executives for their future tasks in Business in the Digital Age. We provide the capabilities to grow both professionally and personally by combining theory and practice in an international program.”



Prof. Dr. Helmut Krcmar

Chair of Information Systems, Academic Director Executive MBA in Business & IT
Technical University of Munich

The program is offered in the framework of the Executive MBA in Business & IT. After successful completion of the course, 5 ECTS are awarded. For further information, please visit our website at: www.eec.wi.tum.de

Agenda

Day 1

- How the Economy Changes due to the Digital Transformation
- Digital Transformation: The Practitioners' Perspective

Day 2

- Entrepreneurship: Leading within a Radical Change of Business Models & Processes
- Entrepreneurship: The Practitioners' Perspective

Day 3

- Towards Social CRM, Digital Consumer Business
- IT Megatrends: Big Data and Internet of Things

Day 4

- New Business Models through Digitalization
- Leadership & Personal Development: Story Lining

Day 5

- Leadership in the Digital Age
- Exam - Student Presentation
- Internet of Things: The Practitioners' Perspective

A Selection of our Lecturers



Prof. Dr. Helmut Krcmar

holds the Chair for Information Systems, Faculty of Informatics, and is the Academic Director of the Executive MBA in Business & IT at TUM. His research interests include Information and Knowledge Management, IT-enabled Value Webs, Service Management, Computer-Supported Cooperative Work, and Information Systems in Health Care and eGovernment.



Prof. Dr. Bernd Mühlfriedel

is Professor of Entrepreneurship & Management of SMEs at the University of Applied Sciences, Landshut. Besides, he holds lectures on finance & investment topics as well as entrepreneurship and start-up management at Technical University of Munich. His main areas of his expertise are Entrepreneurship, Financial Management and Value Investing.



Prof. Dr. Dr. Holger Patzelt

holds the Chair of Entrepreneurship at the TUM School of Management. His research focuses on entrepreneurial cognition and economic, emotional and psychological consequences of failure.



Dr. Armin Pfoh

joined the TÜV SÜD AG in Munich, Germany in October 2009 as VP Corporate Innovation Management, setting up a number of corporate innovation initiatives in the area of Electro-Mobility, Embedded Systems, Mega Cities, Water Services and Digital Services. Since January 2016 he has been focusing on the set-up of a new Digital Service Organization as Chief Technologist – Digital Service.



Daniel Krauss

holds a degree in Business Informatics and is one of the founders of FlixBus, a young mobility provider offering daily long distance bus service all over Europe. FlixBus received the Bavarian New Business Award as the Best Start-Up 2014.



About TUM

The TUM School of Management takes a unique approach to research and teaching at the highest level of academic excellence and at the interface of management, engineering, natural and life sciences. Since its establishment in 2002, TUM School of Management has successfully carried out interdisciplinary and interfaculty research and successfully cooperated with external research facilities.

As one of the youngest business schools in Germany, TUM School of Management has been very successful in quickly reaching top positions in prestigious rankings in terms of excellence in both research and teaching. In 2014, Handelsblatt, Germany's leading financial newspaper, reconfirmed the TUM School of Management as the most research-intensive German faculty among business schools. The Bachelor's program in Management & Technology (TUM-BWL) at TUM School of Management has been officially recognized by EPAS – the first Bachelor's program to receive such accreditation in Germany. Moreover, the school's Executive MBA programs have been accredited by the renowned AMBA-Association.

Registration form

Please fill in this form, sign it and send it back via email, fax or post to:

Technische Universität München, Executive Education Center,
Arcisstraße 21, D-80333 München, Fax: +49.89.289.28484, info.eec@wi.tum.de

**Herewith, I would like to bindingly register for the course
“Digital Transformation & Entrepreneurship”:**

Date: 11 - 15 June, 2018 Fee: € 3,200 / € 2,950

Contact Information

Mrs. Mr. Title: _____

First name, last name: _____

Date of Birth: _____

Organization: _____

Postal Address: _____

Department, Position: _____

Phone: _____

Fax: _____

Email: _____

How did you hear about the program? _____

EuroCIO, VOICE e.V. members or TUM alumni? (please include confirmation) Yes No

Payment

We are pleased to send you the invoice by post:

to the above-mentioned address

to the following address

Information, according to § 17 (1) No. 1 BayDSG: I herewith agree that the above-mentioned data is collected, saved and used in order to organize the executive education properly and to get informed on further trainings at the EEC. Personal data is not passed on to third parties.

Place / Date: _____

Signature: _____

Participation terms

After registration, confirmation and invoice will be received. Resignation is free of charge up to 30 days in advance, up to 14 days in advance: 50% of the fee. After that, the full amount of fee is claimed. If you are prevented, you can nominate a deputy participant. The EEC reserves the right to cancel the modules, for instance if a lecturer is absent. We will take care to inform you about changes or cancellation of the course in due time. If the course has to be cancelled, we will reimburse you the cost of the program. Further claims are excluded, except in cases of intent or gross negligence. The Technical University of Munich reserves the right to take photos and videos throughout the course and use those on its webpages, social media channels and printed publications. By registering for this course, the participant accepts the above mentioned usage of imagery. Errors and modifications excepted.

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Dates: 11 – 15 June, 2018

Duration: 5 days

Program Language: English

Target Group: Executives in the age of digital transformation

Location: TUM School of Management, Munich

Tuition Fee: € 3,200 (€ 2,950 for members of EuroCIO, VOICE e.V., any affiliated national body, and TUM alumni)

Subject to changes as well as errors and omissions excepted.

Contact:

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Program Manager

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