Digital Business

26HS

Programme	BSc in Betriebsökonomie BSc in Business Administration (International Management) BSc in Wirtschaftsinformatik BSc in Business Information Technology
Degree	Bachelor
ECTS	6
Module type	mandatory module
Module coordinator	Pragati Siddhanti
Leading principle / Short description	Digital change is driving disruption in society and the economy. In a digitalized, integrated, networked and dynamic world, basic knowledge of the terms, concepts and methods of digital business is becoming increasingly important. In this module, relevant terms, concepts and methods of business informatics are taught in a science- and practice-oriented manner. Students are introduced to the basics of business informatics and its role in organizations by means of application examples of information systems, data structure, IT-supported processes, information security and computer-aided collaboration. Furthermore, possible effects of the digital transformation on companies, organizations and society are pointed out and discussed. The goal is to support students' ability to act responsibly in the innovative environment of a digital economy.
Module content	◦ Effects of digital transformation (digital networking, AI) on society and businesses ◦ Role of business informatics in organizations from a strategic and operational perspective ◦ Fundamentals of business information systems (e.g. ERP) and their use at different levels of an organization ◦ Fundamentals of data security and data protection ◦ Introduction to data and process modeling ◦ Introduction to databases, data queries and business intelligence ◦ Fundamentals regarding the structure of information and communication systems (hardware, software, data, networks)

Competencies to be achieved	**Professional Competencies** *Students …* - describe the basic terms, concepts and methods for the use of information systems in an organization. - describe the technical basics of information systems and explain how they work. - explain the strategic and operational management tasks of business informatics. - describe and apply the basics of data modelling and process modelling. - explain possible measures regarding data security and the relevant data protection regulations **Methodological Competencies** *Students …* - interpret case studies on business informatics topics and identify solutions - design simple models (data and processes) for specific business tasks (Objective 1.1) - carry out simple data evaluation and interpret the results (Objective 2.1) - create simple requirements for an information system **Self and Social Competencies** **Self/Social Competence 1** (analytical thinking) *Students …* - apply methods and models to break down and simplify facts or case studies - recognize dependencies and relationships in data and information **Self/Social Competence 2** (critical thinking) *Students …* - assess the credibility, reliability and relevance of information received or researched - question information from different perspectives, weigh up options, and contribute these to discussions **Self/Social Competence 3** (learning) *Students …* - manage their learning progress independently, use online tutorials, and evaluate their own learning success - complete exercises independently, apply learning strategies, and optimize their approach based on their own insights
Prerequisites	none
Teaching and learning methods	**Contact Hours:** - Lecture - Assignment - Discussion - Group work - Partner work - Case studies **Guided Self-Study:** - Individual Work - Online Tutorial - Review of Literature - Videocast - Coaching
Literature	Will be announced by the lecturer(s).

Grading

Grade 1 – 6 (half grades)

Assessment

Exam 100%	
Oral / Written	Written
Duration (min)	90
Timeframe	End of semester (examination period)
Grading Scale	Points
Learning points 0%	
Oral / Written	Written
Timeframe	During the semester
Grading Scale	Points
Remarks	Online tutorials and tests are carried out during the semester to promote and check learning progress. A maximum of 10% of the total number of points for the module can be earned. These learning points are added to the total number of points for the module.

Module details

Digital Business (BA-IM) - Mon - Olten	
Time	1:15 PM - 5:00 PM
Language	Englisch
Also open for	Incoming Students
Periodicity	Weekly
Lecturers	Safak Korkut, Janine Jäger
Number	3-26HS.W-B-IM-DigB.EN/PT25a
Semester of study	3rd semester
Digital Business (BIT) - Wed - Basel	
Time	5:30 PM - 9:00 PM
Language	Englisch
Max. participants	64
Periodicity	Weekly
Lecturers	Pragati Siddhanti
Number	2-26HS.W-B-BIT-DigB_en.EN/PTE26
Digital Business (BIT) - Fri - Windisch	
Time	1:15 PM - 5:00 PM
Language	Englisch
Periodicity	Weekly
Lecturers	Pragati Siddhanti
Number	1-26HS.W-B-BIT-DigB_en.EN/PTD26
Digital Business (BIT) - Tue - Basel	
Time	8:15 AM - 12:00 PM
Language	Englisch
Max. participants	64
Periodicity	Weekly
Lecturers	Pragati Siddhanti
Number	2-26HS.W-B-BIT-DigB_en.EN/FT26
Digital Business (BA-IM) - Thu - Windisch	
Time	10:15 AM - 3:00 PM
Language	Englisch
Also open for	Incoming Students
Periodicity	Weekly
Lecturers	Irene Buller
Number	1-26HS.W-B-IM-DigB.EN/PTD25a
Digital Business (BA-IM) - Tue - Windisch	
Time	8:15 AM - 12:00 PM
Language	Englisch
Also open for	Incoming Students
Periodicity	Weekly
Lecturers	Dr. John Paul Manning
Number	1-26HS.W-B-IM-DigB.EN/PTF25a