

## Organisation

Dozent	Marc Pudelski (marc.pudelski@hs-duesseldorf.de)
Vorlesung (4 SWS)	Mittwoch 16:30-19:30   wöchentlich   05.3.022 (einige Sessions remote)
Credits	6 LP
Teilnahmevoraussetzungen	Offen für alle Masterstudiengänge, keine
Prüfungsform	Projektarbeit & Präsentation
Sprache	Englisch

## Key learnings of this course

After this course you will have learnt...

- Why digital transformation matters and how it impacts Industry 4.0
- What technological trends (e.g. GenAI, LLMs, 3D printing) and market trends are driving digital transformation
- How to spot whether a technology is overhyped or underestimated
- How big tech dominates the market with platform business models and AI
- How to design your own platform business idea
- How to apply Generative AI through hands-on learning and real-world use cases
- Which career paths exist in digital transformation and which ones are the most relevant to you

The lecture includes a company visit and various guest lectures from industry practitioners.



## Prerequisites for attending

This course is open to all master students and an interdisciplinary mix is appreciated. Due to the nature of this topic, many disciplines are touched (mechanical engineering, data, IT, design, business & economics). There are no prerequisites to attend, however a high proficiency in English and openness to learn about subjects outside of your domain is appreciated.

## Quotes from former students about this course

*“interesting topic in general, well structured and defined, good presentation skills, a lot of practical insights from the lecturer and the guest speaker”*

*“The course gives a nice overview about the importance of digitalization in the industry environment. It focuses on technology and makes the students work on ideas to develop their own platform business which is very useful.”*

*“I enjoy the interactive part of the lecture. Also, the guest lecturers are nice to get some insights and I like the clear concept of the course.”*

*“I like the approach to put the theoretical knowledge in relation to real life by inviting guest speakers who talk about their everyday life and explain where certain things are applied. Furthermore, I like the work on the platform idea. Here you can be creative and at the same time you get an understanding of how a platform works.”*