ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences

SUMMER SCHOOL @ ISM Munich

Overview:

· When: 6th - 17th July 2020
· Where: ISM Campus Munich
· What: Course on **Digital Business Transformation**
· Tuition/costs: €1,250.00

· 2 courses – 24 contact hours/4 ECTS per course = 48 contact hours/8 ECTS in total
· Classes from Tuesday – Friday with an included Business Trip each Monday
· The courses are formally evaluated and lead to an official Certificate of Participation
· The courses are taught in English

Course 1: Design Thinking

Topics and Dimensions covered:

· applying design thinking models and approaches to navigate innovation
· transitioning through the phases of inspiration, ideation, and implementation
· using tools like visualization, customer journey mapping, and storytelling to create unique solutions
· learning about artificial intelligence, machine learning and deep learning for product and ecosystem design from a designer's perspective
· testing, refining, and improving new ideas, business models, and processes

Knowledge, Skills and Benefits gained:

· learn the fundamentals of design, designing science and design thinking to improve your problem-solving approaches
· understand the essentials of model-based management
· understand the fundamentals of organizational cybernetics and design
· solve complex problems with the help of essential design thinking models and tools
· achieve better results by combining design thinking with analytical decision making
· establish a framework for building an environment that fosters creativity
· develop new ways to collaborative and co-creational thinking via hybrid organizational design

Course 2: Digitalization & Data-Driven Business

Topics and Dimensions covered:

· learning about the basics and drivers of digitalization
· finding out about data and knowledge management as the basis for IT-enabled business process management
· understanding selected digitization aspects in electronic procurement (e.g. EDI) and electronic sales (e.g. competition in the age of Web 3.0) of products and services
· planning (e.g. Smart Products) and creation (e.g. Smart factor, Industry 4.0) of digital products
· getting to know e-services, hybrid products and methods of service engineering
· understanding processes of digital transformation of enterprises and disruptive business model innovations based on new technologies

Knowledge, Skills and Benefits gained:

· acquire knowledge about the fundamentals of digitalization and data-driven business
· understand the essentials of digital business models and digital business transformation
· learn how to design and create digital products

Participant Profiles

· This program is essential for professionals, students and graduates interested in any industry who are tasked with problem solving and are looking for new and rigorous approaches to finding solutions.
· The program is suited for participants interested in business consultancy, strategic management, digitalization and data-driven business.
· The summer school delivers the essential dimensions of innovation and understanding industry disruption.

Lecturers and Program Directors

Prof. Dr. Qeis Kamran
· Program Director MBA General Management
· Program Director International Management
· Managing Director, Kamran Management GmbH
· Chief Operations Officer at the Afghan Petroleum Company (APC)
· Academic and Business Development Officer Globe Business College Munich (GBCM)

Prof. Dr. Matthias Lederer
· Program Director Bachelor Information Systems
· Program Director Master Business Intelligence & Data Science
· Lecturer in the field of Information Systems, Process Management, Digital Business, IT Management and Data Science
· Chief Process Officer IT Service Center of the Bavarian Ministry of Justice

Application Procedure

To apply please send an email to julia.welker@ism.de including the following documents:
· CV
· Transcript of Records
· Proof of English knowledge (min. B2 according to CEFR)

Application deadline* is **31st March 2020**.

*Please note: Places in the ISM Summer School are limited and are allocated on a first come – first serve basis to qualified participants. The minimum number of participants is 6, the maximum number of participants is 25.

Impressions from Previous Programs