zeppelin universität

zwischen
Wirtschaft Kultur Politik

Handbook of Modules for the two-year M.A. Program Transformation Management in Digital Societies (2y MA DS)

English Branch of Study

Stand: 01.05.2022

Contents

Foundation Phase 4
Mandatory Modules: The World of the 21st Century 4
Module 244111 | Seminar series: Trends and Challenges of Digital Societies 4
Module 241125 | Philosophy of Present-Day Culture 5
Module 244112 | Artificial and Human Intelligence 6
Elective Modules: Interdisciplinary Perspectives 7
Module 100111 | History of Economic Theory 7
Module 231031-6 | Theories of Communication 8
Module 233021-6 | Comparative Politics & Institutions 9
Major Phase 10
Mandatory Modules: General Basics 10
Module 241118 | Digital Public Spheres 10
Module 244113 | Understanding (Planetary) Futures 11
Module 241128 | Prognostics & Scenario Development 12
Elective Modules “Methods” 13
Module 522045-6 | Quantitative Methods 13
Module XXX | Interdisciplinary Methods 14
Module 12344 | Advanced Methods 15
TRACK 1: Possible Futures 16
Module 244131 | Theory of Time 16
Module 244132 | Science, Fiction and Society 17
Module 244133 | Digital Entre-/Intrapreneurship 18
Module 244134 | Coding/Virtual Reality Design 19
Module 24353/24354 or 24355 | Elinor-Ostrom- or Practice Project 20
TRACK 2: Ethics and Innovation 21
Module 244141 | Digital Ethics 21
Module 244142 | Shared Value Creation and Impact Innovation 22
Module 244133 | Digital Entre-/Intrapreneurship 23
Module 244134 | Coding/Virtual Reality Design 24
Module 24353/24354 or 24355 | Elinor-Ostrom- or Practice Project 25
TRACK 3: Digital Business Models 26
Module 244151 | Understanding Consumer Behavior in the Digital Age 26
Module 244152 | Digital Business 27
Module 244133 | Digital Entre-/Intrapreneurship 28
Module 244134 | Coding/Virtual Reality Design 29
Module 24353/24354 or 24355 | Elinor-Ostrom- or Practice Project 30
Master Phase 31
Module 55000 | Final module 31

Note on the module descriptions

Contents of the modules and examinations can vary depending on the lecturer of the course. Current information can be found in the online course catalogue or via the intranet ZU|hause.

Module 244111 | Seminar series: Trends and Challenges of Digital Societies				
MA DS	Semester 1	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Teaching Agreement
Scope and Length of Examinations				Teaching Agreement
Module Responsibility				Prof Dr Florian Muhle
Prerequisites				Acc. to FSPO §2
Use of module				Foundation Phase

Content:

The ring seminar deals with selected topics, which exemplify both ongoing and expectable societal changes that are associated with the digitization of modern society. Possible topics include the comprehensive datafication of digital communication, current developments in artificial intelligence, or the blurring boundaries between physical and virtual reality. The topics will be reflected and discussed based on joint text reading as well as together with invited experts.

Qualification Objectives:

The aim of the module is to present students with an overview of current developments in digital societies and their social consequences. This should enable students not only to identify relevant phenomena of digitization, but also to recognize their consequences and the associated need for a responsible change management.

Literature: tba

Courses in the module	ECTS	Hours
C 244111 Seminar series: Trends and Challenges of Digital Societies	6	3

Module 241125 | Philosophy of Present-Day Culture				
MA DS	Semester 1	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				tba
Scope and Length of Examinations				25.000 signs
Module Responsibility				Prof Dr Armen Avanessian Dr Joachim Landkammer
Prerequisites				-
Use of module				Foundation Phase

Content:

The seminar is intended to acquaint participants with current attempts to conceptualize the understanding, the possibilities and the limits of "culture". Cultural philosophical considerations should enable students to critically reflect on the often-unquestioned basic norms of contemporary cultural activity and the terms used to legitimize its practices (such as "creativity", "participation", "mediation", "interculturality") and to discuss their argumentative basis, historical contextualization and practical consequences. In addition, it will be examined which conceptualizations, perspectives and theories could be suitable for providing or questioning a description of "culture in general" that is not only contemporary, but sustainable for the future; in this context, questions will be addressed about the connection between culture and consumption, culture and capital, as well as culture, power and violence.

Qualification objectives:

Through reading and text-based discussions, the students learn to move in a conceptually secure and reflected, self-thinking way in the discourses of justification and legitimation of the cultural sector. Familiarity with a theory-based diagnosis of the present (e.g. based on considerations by Peter Sloterdijk, Byung-Chul Han, Giorgio Agamben, Judith Butler, Wolfgang Ullrich and others) enables students to conceive and design non-trivial, innovative cultural projects.

Literature:

Ralf Konersmann (Hg.): Handbuch Kulturphilosophie, Metzler, Stuttgart & Weimar 2012

Courses in the module	ECTS	Hours
C 241125 Philosophy of Present-Day Culture	6	3

Module 244112 | Artificial and Human Intelligence				
MA DS	Semester 1	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Teaching Agreement
Scope and Length of Examinations				Teaching Agreement
Module Responsibility				Prof Dr Jan Söffner
Prerequisites				Completed BA-studies
Use of Module				Foundation Phase

Content:

The module introduces the field of artificial intelligence from a theoretical perspective. It is used to assess the potential, risks, peculiarities and social consequences of its use. For this purpose, the module resorts to a direct comparison of artificial intelligence with human intelligence, i.e. intelligence endowed with consciousness. What can machines do, what can they not do, and what can they do better or worse than humans? By asking such questions, the current disconnect between intelligence and consciousness becomes tangible, a concept which is revolutionizing our lives, our self-image, and our thinking.

Qualification Objectives:

In this module, students learn to assess the phenomenon of the use of artificial intelligence through its characteristics, its consequences and its possibilities. Future decision-makers in business and politics will be introduced to the complexity of technological development, social scientists will learn to assess the synergies and upheaval of human societies, and at the same time the module will open up a theoretical background to consciousness against which pressing problems of our time can be discussed.

Literature: tba

Courses in the module	ECTS	Hours
C 244112 Artificial and Human Intelligence	6	3

Module 100111 | History of Economic Theory				
MA DS	Semester 1	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs):27/123
Teaching Method				
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Teaching Agreement
Scope and Length of Examinations				Teaching Agreement
Module Responsibility				Prof. Dr. Dr. Manfred Moldaschl
Prerequisites				-
Use of Module				Foundation Phase

Content:

The seminar on the history of economic theory deals with the question of how and why economics became what it is, and thus also what OTHER could be. It is about socio-scientific contexts and basic assumptions, of economic theories. Classical texts of great economists and philosophers will be read and discussed together. The course ranges from Aristotle to the French Physiocrats and representatives of the classical period such as Adam Smith and David Ricardo, via Marx to the emergence of neoclassicism (Jevons, Menger) and evolutionary economics. Students thus explore main paths of economic thought, including forks and dead ends. Economic controversies such as the so-called Methodenstreit (Menger versus Schmoller) and the Werturteilsstreit (Max Weber) are also covered. Finally, students deal with central texts of particularly influential economists of the 20th century: Joseph Schumpeter, John Maynard Keynes, Friedrich von Hayek and Douglass C. North. In the process, questions from related disciplines are touched upon, from philosophy of science and ethics to economic history, sociology, and cultural history. Thus, this course is a building block of interdisciplinary study.

Qualification Objectives:

Through the course "History of Economic Theory" students have a sound overview of the development of economics and know central landmarks in the history of economic analysis. They can critically discuss original texts with the help of relevant literature and apply knowledge of important basic economic concepts in the discussion of current issues.

Literature:

Priddat, Birger: B. Theoriegeschichte der Wirtschaft. Weinheim et al, 2002Kurz, Heinz (ed.), Klassiker des ökonomischen Denkens, 2 vols, Munich 2008Joseph Schumpeter, Geschichte der ökonomischen Analyse, 2 vols, Göttingen 1965.

Hunt, E.K.; Lautzenheiser, M.: history of economic thought (2011, 3rd.ed.).

Courses in the module	ECTS	Hours
C 100111 History of Economic Theory	6	3

Module 231031-6 | Theories of Communication				
MA DS	Semester 2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Presentation and term paper
Scope and Length of Examinations				25.000 characters
Module Responsibility				Prof Dr Udo Göttlich
Prerequisites				
Use of Module				Foundation Phase

Content:

The module addresses and deepens media-sociological and communication-scientific questions about individual orientation and social integration as well as the relationship between communicative action and social structures from different theoretical perspectives. It also problematizes the social function of mass media and mass communication and their change in the process of mediatization, deals with communicative dimensions for social order and stability and deals with the role of digital media development for social and cultural developments. This is also done using specific fields of communication studies such as the theory of public communication, crisis and risk communication, for example.

Qualification objectives:

The module teaches basic knowledge of various communication terms and theories and gives an overview of the structures and dynamics of communication in different areas of culture and society, especially in relation to the change of communication in the public sphere.

Literature:

Burkart, Roland (2002): Kommunikationswissenschaft, Wien, Köln, Weimar.
Habermas, Jürgen (1990): Strukturwandel der Öffentlichkeit, Frankfurt a.M.
Harvard, Stig (2008): The Mediatization of Society. A Theory of the Media as Agents of Social and Cultural Change, in: Nordicom Review, Jg. 29., H. 2., S. 105-134.
Imhof, Kurt (2006): Mediengesellschaft und Medialisierung, in: Medien und Kommunikationswissenschaft, Jg. 54., H. 2., S. 191-215.
Schützeichel, Rainer (2004): Soziologische Kommunikationstheorien, Konstanz.

Courses in the module	ECTS	Hours
C 231031-6 Theories of Communication	6	3

Module 233021-6 | Comparative Politics & Institutions				
MA DS	Semester 1	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123

Teaching Method	seminar
Event Type	mandatory ☐ elective ☒
Period	1 semester
Rotation	yearly ☒ per semester ☐
Examination	
Scope and Length of Examinations	
Module Responsibility	Prof Dr Joachim Behnke
Prerequisites	
Use of Module	Foundation Phase

Contents

The module specializes on political and administrative comparisons and covers both the institutional and the actor-centered dimensions of social and political power structures (polity and politics dimensions), as well as the policy dimension of the contents of political programs (policy analysis). In its overall perspective the module thus provides a comprehensive overview of the main governance models in a European and non-European, as well as international comparison.

Qualification Objectives

Thus, the students are enabled to analyze and evaluate converging and diverging developments of governance systems. They can critically evaluate policy transfers and the diffusion of political solutions in their scope, and can analyze them on a sound methodological basis.

Literature

Boix, Charles/ Susan C. Stokes (Hrsg.)(2007): The Oxford Handbook of Comparative Politics. Oxford

Clark, William Roberts/ Matthew R. Golder/ Sona Nadenichek Golder (Hrsg.) (2017): Principles of Comparative Politics. Sage

McCormick, John/ Rod Hague / Martin Harrop (Hrsg.)(2019): Comparative Government and Politics: An Introduction. Red Globe Press.

Courses in the module	ECTS	Hours
C 233021-6 Comparative Politics & Institutions	6	3

Major Phase

Mandatory Modules: General Basics

Module 241118 | Digital Public Spheres				
MA DS	Semester 2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs):27/123
Teaching Method				seminar
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Term paper | presentation | oral examination | take-home exam
Scope and Length of Examinations				25.000 characters
Module Responsibility				Prof Dr Udo Göttlich
Prerequisites				Basic knowledge of public sphere theory and media and communication studies
Use of Module				Major Phase

Content:

The transformation of mass communication through the digitalization of media communication has led to a fundamental change in the "meaning of the public sphere" in media society. Although public communication is the medium of "self-reference for social order" in modern societies, the forms of public communication and participation as well as the structure of public arenas and forums are changing with the increasing spread of digital media. How are these shifts to be understood, in which domains do they take place and what are their possible consequences for the integration of society and culture through communication? The module deals with current social media and communications theory-related questions on the transformation of the public sphere and the problems and challenges of fragmented public spheres as well as so-called public sphere platforms. In this context, the module investigates the development dimensions and changes in the public sphere as well as the resulting challenge for the "programming of public spirit" in the media society.

Qualification Objectives:

The module deepens basic knowledge of public sphere theory and its possible application to the description and analysis of the digital transformation of the public sphere in media society. Participants will learn to assess theoretical approaches in terms of their analytic potential and epistemological implications.

Literature:

Eisenegger, Mark et al. (ed.) (2020): Digitaler Strukturwandel der Öffentlichkeit. Historische Verortung, Modelle und Konsequenzen, Wiesbaden: Springer.
Habermas, Jürgen (1990): Strukturwandel der Öffentlichkeit, Frankfurt a.M.
Harvard, Stig (2008): The Mediatization of Society. A Theory of the Media as Agents of Social and Cultural Change, in: Nordicom Review, vol. 29., book 2., p. 105-134.
Imhof, Kurt (2011): Die Krise der Öffentlichkeit. Kommunikation und Medien als Faktoren des sozialen Wandels, Frankfurt a.M.: Campus Verlag.
Lindgren, Simon (2017): Digital Media & Society, London et al.: Sage.

Courses in the module	ECTS	Hours
C 241118 Digital Public Spheres|	6	3

Module 244113 | Understanding (Planetary) Futures				
MA DS	Semester 2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Presentation and term paper
Scope and length of examination				Teaching Agreement
Module Responsibility				Prof Dr Armen Avanessian
Prerequisites				-
Use of Module				Major Phase

Content:

The module takes into account the fact that the 21st century is characterized by several disruptive developments such as digital infrastructure, climate emergency and pressing identity issues. For their theoretical understanding, as in the service of adequate practical approaches, an intensified examination of contemporary theory formation is required. This examination embarks on the speculative adventure to understand the present through the future, discussing the theories' respective discipline as well as a new relationship to the world in the age of the Anthropocene or the planetary. Species extinction, climate change, pandemics are just a few examples of the need for an expansion of our thinking and ethical action, also in view of our responsibility which is no less than the response-ability (Donna Haraway) of other living beings and entities.

Qualification Objectives:

The seminar discusses contemporary publications of the humanities and practices with the students a critical approach to texts, not least with regard to the urgent ethical and political challenges of the present and future. The aim is also to prepare future actors in the cultural field for (conceptual) work in a tense cultural and social field that is influenced by global protest movements.

Literature:

Armen Avanessian: Metaphysik zur Zeit (2018)

Dipesh Chakrabarty: Das Klima der Geschichte im planetarischen Zeitalter (2022)

Donna Haraway: Unruhig bleiben: Die Verwandtschaft der Arten im Chthuluzän (2018)

Kathryn Yusoff - A Billion Black Anthropocenes or None (2018)

Courses in the module	ECTS	Hours
C 244113 Understanding (Planetary) Futures	6	3

Module 241128 | Prognostics & Scenario Development				
MA DS	Semester 2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123

Teaching Method	seminar
Event Type	mandatory ☒ elective ☐
Period	1 semester
Rotation	yearly ☒ per semester ☐
Examination	Term paper, presentation
Scope and length of examination	Teaching Agreement
Module Responsibility	Prof Dr Josef Wieland
Prerequisites	-
Use of Module	Major Phase

Content:

- Basics: Meaning and purpose of futurology
- Methods 1: Different approaches to futurology
- Methods 2: Methodological fundamentals
- Methods 3: Scenario development
- Application areas of futurology 1: Business
- Application areas of futurology 2: Technology
- Application areas of futurology 3: Politics and Society
- Criticism of futurology
- Innovation research

Qualification Objectives:

The primary goal of the module is to prepare students for the Possible Futures track in the 3rd semester. They should understand why prognostics/forecasting is an indispensable tool for strategic planning in technology, business, politics and society, especially under the conditions of globalization of exponential technological development, and in which contexts it is embedded. To this end, they should become thoroughly familiar with the basic idea, approaches and methodologies as well as the different areas of application of futurology and be able to critically reflect on and question futurology. In doing so, it will also become clear to what extent futurology refers to established scientific procedures and at the same time transcends them.

Literature: The literature will be specified in each course.

Courses in the module	ECTS	Hours
C 241128 Prognostics & Scenario Development	6	3

Module 522045-6 | Quantitative Methods				
MA DS	Semester 2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Teaching Agreement
Scope and Length of Examination				Teaching Agreement
Module Responsibility				LS Computational & Social Science
Prerequisites				-
Use of Module				Major Phase

Content:

In this course, basic and advanced quantitative methods of economics are taught. Concrete contents refer to the areas of regression analysis and diagnostics (OLS), marginal effects, sampling and weighting, as well as selected test statistics (t-test, F-test).

Qualification objectives:

The students

| acquire basic and advanced knowledge in selected quantitative methods of economics;

| are enabled to select quantitative empirical methods on a case-specific basis and to discuss them critically.

Literature:

Wooldridge, J.M. (2012). Introductory econometrics: A modern approach. South-Western College Publishers.

Courses in the module	ECTS	Hours
C 522045-6 Quantitative Methods	6	3

Module XXX | Interdisciplinary Methods				
MA DS	Semester 2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Term paper, presentation
Scope and Length of Examinations				tba
Module Responsibility				Prof Dr Jan Söffner
Prerequisites				-
Use of Module				Major Phase

Content:

Interdisciplinarity is both a scientific necessity and a challenge. The greatest difficulty is finding the right research method for a specific subject/question and bringing the research results together in a way that does justice to different disciplines at the same time. The module introduces interdisciplinary methods so that students learn to find the best method for a specific research question, to comply with standards for different methods and thus to encounter a type of research that uses both the freedom and the potential to cross the boundaries of individual disciplines.

Qualification Objectives:

In this module, students learn to connect different ways of thinking. They learn how to successfully work on research projects in an interdisciplinary manner.

Literature:

tba

Courses in the module	ECTS	Hours
C XXX Interdisciplinary Methods	6	3

Module 12344 | Advanced Methods				
MA DS	Semester 2	4 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 48/89
Teaching Method				project work, workshop
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☐ per semester ☒
Examination				Teaching Agreement
Scope and Length of Examination				Teaching Agreement
Module Responsibility				Prof Dr Franziska Peter Lehrstuhl für Empirische Kapitalmarkt-forschung & Ökonometrie
Prerequisites				
Use of Module				Major Phase

Content:

The module "Advanced Methods I"consists of the participation in two methods workshops. Students may combine workshops at their own discretion, as long as appropriately designated workshops (Nr. 123241-44) are concerned. In every semester one or two workshops are offered. Example topics are:

| Time Series Analysis
| Case Study Design
| Qualitative Comparative Analysis (QCA)
| Agent Based Modelling
| Multivariate Data Analysis
| Analysis of Binary and Categorical Data
| Qualitative Content Analysis
| Quantitative Content Analysis (including computerized techniques)
| Network Analysis
| Cluster Analyse
| Panel Data Analysis
| Grounded Theory
| Design-based Causal Inference
| Hermeneutics
| Discourse Analysis

Learning objectives

Students are introduced to innovative and advanced techniques of data collection and data analysis in the social sciences. They learn to apply the methods critically and in a reflected manner.

Literature:

Reading will depend on the specific workshops as specified

Courses in the module	ECTS	Hours
C 123241-44 | Advanced Methods	3	2
C 123241-44 | Advanced Methods	3	2

Module 244131 | Theory of Time				
MA DS	Semester 2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Presentation and term paper
Scope and length of examination				Presentation: 30 mins; term paper: 10,000 characters excl. spaces
Module Responsibility				Prof Dr Maren Lehmann
Prerequisites				Successful completion of module 244111 Seminar series: Trends and Challenges of Digital Societies
Use of Module				Major Phase

Content:

tba

Qualification Objectives:

tba

Literature: tba

Courses in the module	ECTS	Hours
C 244131 Theory of Time	6	3

Module 244132 | Science, Fiction and Society				
MA DS	Semester 1	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Teaching Agreement
Scope and Length of Examinations				Teaching Agreement
Module Responsibility				Prof Dr Jan Söffner
Prerequisites				Completed BA studies
Use of Module				Major Phase

Content:

Both technical and social reality is determined by plans, mind games, simulations, experiments that require a high degree of creative inventiveness. It is therefore not surprising that both were conversely anticipated and influenced by works of fiction. Reflection on technological and social constructions of reality requires more than what can be fathomed from scenarios and forecasts; it must also take place on the basis of speculation. In this module, students are introduced to speculative thinking. The module teaches them to recognize which fictions can gain scientific weight under which conditions - and they learn to make the unpredictable a research object.

Qualification Objectives:

In this module, students learn a free but decidedly scientific way of thinking that enables them to deal with uncertainties and future alterities. It draws on scientific theories of the future, on science fiction, and also on creative processes of speculative thinking.

Literature: tba

Courses in the module	ECTS	Hours
C 244132 Science, Fiction and Society	6	3

Module 244133 | Digital Entre-/Intrapreneurship				
MA DS	Semester 3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Graded essay: 10 pages (25,000 characters)
Scope and Length of Examinations				Ungraded presentation and graded essay
Module Responsibility				Dr Lennart Brand
Prerequisites				Acc. to FSPO §2
Use of Module				Major Phase

Content:

The theoretical part of the module introduces the basics of sustainable startup management, business design and intrapreneurship. Particular attention is paid to digital aspects. Using relevant literature, case studies and expert workshops, students are taught how to transform ideas and projects into a

suitable business or organizational form. In a practical part, participants develop and analyze their own startup or intrapreneurship concepts. Students form teams of 2-3 and work together to design and define a "startup concept" and develop a go-to-market strategy and financial plan. Students will work according to the "Lean Startup" method, which means that each week there will be specific tasks and expected results. At the end of the course, students will present and discuss their startup-concept (graded essay) during a pitch session (ungraded presentation).

Qualification Objectives:

Students will be able to work on the key steps to design and launch a digital business. Students gain knowledge of market analysis, value proposition design and customer development, financial planning, and go-to-market strategies. They will also learn and apply the Lean Startup Methodology by designing and developing their own startup through iterations and MVP refinements.

Literature:

Business Model Generation, Alex Osterwalder & Yves Pigneur
Startup Playbook, Sam Altman (Y Combinator)
H-FARM's Presentations and Materials

Courses in the module	ECTS	Hours
C 244133 Digital Entre-/Intrapreneurship	6	3

Module 244134 | Coding/Virtual Reality Design				
MA DS	Semester 3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Programming and modeling tasks, final project
Scope and Length of Examinations				Depending on the project work
Module Responsibility				Dr Lennart Brand
Prerequisites				Acc. to FSPO §2
Use of Module				Major Phase

Content:

This module introduces students to the theory, principles, and practice of Virtual Reality (VR) and provides hands-on experience through the development of VR-based projects. At the beginning of the course, students will learn the basic principles of VR and virtual environments, the historical development of the technology and its fields of application in a theoretical part and additionally acquire the basics of computer graphics and 3D modeling. In the practical part, students can develop various applications by creating virtual environments and designing interactions and animations using Maya and Unity as digital tools. As a final project, each student will develop his/her own project to demonstrate how he/she has mastered the skills acquired.

Qualification Objectives:

Upon completion, students will have developed an understanding of the basic concepts of Virtual Reality and the key phases for developing VR-based projects. Students will be able to design essential - but fully functional - VR applications, use digital tools (Maya and Unity), and master basic activities such as 3D modeling and programming.

Literature:

tba
Digital Tools' Manuals (e.g. Maya, Unity)

Courses in the module	ECTS	Hours
C 244134 Coding/Virtual Reality Design	6	3

Module 24353/24354 or 24355 | Elinor-Ostrom- or Practice Project				
MA DS	Semester 3	3 Contact Hours	18 ECTS	Contact Time/Self-study (in hrs): 27/423
Teaching Method				Individual support, independent project
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☐ per semester ☒
Examination				Teaching Agreement
Scope and Length of Examinations				Teaching Agreement
Module Responsibility				Prof Dr Jan Söffner
Prerequisites				-
Use of Module				Major Phase | Track 1-4

Content:

In the "Elinor Ostrom or Practice Project" module, students learn under the guidance of project supervisors to pursue an independently developed research question in science or in research-oriented professional fields - and to work in a methodically clean manner. The module offers students the chance to carry out a supervised research-oriented project with academic support at a department, research cluster, research association or research center of ZU, an academic partner institution or a partner institution from business, administration or politics. In connection with this research project, students will prepare a report in the form of a term paper or scientific paper. The project takes as its subject an issue from the field of prognostics, futurology or innovation management in administration, politics, business or culture.

Qualification Objectives:

Students learn to work in a team of researchers or practitioners. They acquire the ability to formulate a research question and to work on and answer it using an appropriate theoretical and methodological toolkit. In addition, they learn to write their own academic texts.

Literature: tba

Courses in the module	ECTS	Hours
C 114712 Research Colloquium	3	2
C 123241-44 Advanced Methods	3	1,5
C 243522 Research Project	15	
Module 24355 Practice Project	18	

TRACK 2: Ethics and Innovation

Module 244141 | Digital Ethics				
MA DS	Semester 2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				| seminar | group work
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				| written test | presentation | term paper
Scope and Length of Examinations				Teaching Agreement
Module Responsibility				Prof Dr Josef Wieland
Prerequisites				-
Use of Module				Major Phase

Content:

The module will address the core issues and main currents of the discipline of digital ethics and distinguish it from related fields such as machine ethics, AI ethics, and information ethics. Digital ethics is understood as a framework of values for the implications of digital transformation and the digitization of the economy and society, and provides the normative basis for political regulation. In addition to discussing the implications of digitization, big data, artificial intelligence and their use cases at the macro, meso and micro levels of society, the module will also address the general topic of human-machine interaction. The fields of application of digital ethics range from the challenge of reconciling globally divergent understandings of digital ethics to changes in the world of work and in business models, but also to questions of individual privacy, personal rights and data protection rights. Within the seminar, therefore, there will be discussions about the possible values of a digital society and students will examine how their safeguarding can be ensured. A focus will continue to be on a subtopic of digital ethics, the ethics of artificial intelligence and robotics. At this point, human-machine interaction, as well as the debate around moral machines, will be highlighted. In addition to basic theoretical considerations, students will continue to work with numerous practical and applied examples. In addition to the analysis or development of a *corporate digital responsibility* strategy, this can also involve the investigation of options for assuming responsibility when using autonomous systems or data protection measures.

Qualification Objectives:

The focus is on governance, strategy, law and responsibility in the context of digital transformation and exponential technologies. In addition to achieving a holistic understanding of digital ethics, students learn to independently penetrate and question current research in these areas and then apply it appropriately in analyses and evaluations. After completing the seminar, students will be familiar with and discuss a variety of theoretical approaches in digital ethics and will be able to recognize and apply them through numerous real-world examples. In their theses, students conduct their own research in one of the subfields of digital ethics, contributing to the expansion of existing theory or the development of new theory.

Literature: tba

Courses in the module	ECTS	Hours
C 244141 Digital Ethics	6	3

Module 244142 | Shared Value Creation and Impact Innovation				
MA DS	Semester 3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): xx/xx
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Grades Essay
Scope and Length of Examination				Approx. 25,000 characters incl. spaces
Module Responsibility				Prof Dr Josef Wieland
Prerequisites				Acc. to FSPO §2 und §4(5)
Use of Module				Major Phase

Content:

In social and economic discussion, the consideration that the goal of economic activity should be Shared Value Creation (SVC) is becoming increasingly important. As an alternative to the shareholder value theory, this concept emphasizes in the political debate that the results of private and public value creation must accrue to all stakeholders invested in it. Questions of justice and distribution are in the foreground, as are concepts of the common good economy. In the field of management theory and industrial economics, SVC is understood as an approach to the strategic management of collaborative rents, either as a market or stakeholder strategy. Social challenges such as sustainability, climate change, social standards and human rights in global value networks then become growth opportunities for companies and society. Finally, SVC refers to quantitative approaches to measuring the productive social impact of corporate activity. New forms of accounting and reporting open up the possibility of recording the costs and returns of a company's social commitment, communicating them publicly and using them for the company's strategic orientation. Students learn about the various aspects and models of SVC in their theoretical foundation and practical application. Appropriate accounting practice models are introduced and applied in case studies.

Qualification Objectives:

Students learn the different forms and types of social and private value creation. Business ethics, corporate social responsibility, social, human rights and sustainability standards and the stakeholder management required for these are taught from a value-creation perspective and developed through case studies themselves. Practical methods of non-financial reporting and the resulting key figures for corporate management are developed independently by the students.

Literature:

Porter / Kramer, Creating Shared Value
Josef Wieland (ed.) Creating Shared Value
Josef Wieland u.a., CSR Perfomance: managen und messen
Josef Wieland, Relational Economics

Courses in the module	ECTS	Hours
C 244142 Shared Value Creation / Impact Innovation	6	3

Module 244133 | Digital Entre-/Intrapreneurship				
MA DS	Semester 3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Graded essay: 10 pages (25,000 characters)
Scope and Length of Examinations				Ungraded presentation and graded essay
Module Responsibility				Dr Lennart Brand
Prerequisites				Acc. to FSPO §2
Use of Module				Major Phase

Content:

The theoretical part of the module introduces the basics of sustainable startup management, business design and intrapreneurship. Particular attention is paid to digital aspects. Using relevant literature, case studies and expert workshops, students are taught how to transform ideas and projects into a

suitable business or organizational form. In a practical part, participants develop and analyze their own startup or intrapreneurship concepts. Students form teams of 2-3 and work together to design and define a "startup concept" and develop a go-to-market strategy and financial plan. Students will work according to the "Lean Startup" method, which means that each week there will be specific tasks and expected results. At the end of the course, students will present and discuss their startup-concept (graded essay) during a pitch session (ungraded presentation).

Qualification Objectives:

Students will be able to work on the key steps to design and launch a digital business. Students gain knowledge of market analysis, value proposition design and customer development, financial planning, and go-to-market strategies. They will also learn and apply the Lean Startup Methodology by designing and developing their own startup through iterations and MVP refinements.

Literature:

Business Model Generation, Alex Osterwalder & Yves Pigneur
Startup Playbook, Sam Altman (Y Combinator)
H-FARM's Presentations and Materials

Courses in the module	ECTS	Hours
C 244133 Digital Entre-/Intrapreneurship	6	3

Module 244134 | Coding/Virtual Reality Design				
MA DS	Semester 3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Programming and modeling tasks, final project
Scope and Length of Examinations				Depending on the project work
Module Responsibility				Dr Lennart Brand
Prerequisites				Acc. to FSPO §2
Use of Module				Major Phase

Content:

This module introduces students to the theory, principles, and practice of Virtual Reality (VR) and provides hands-on experience through the development of VR-based projects. At the beginning of the course, students will learn the basic principles of VR and virtual environments, the historical development of the technology and its fields of application in a theoretical part and additionally acquire the basics of computer graphics and 3D modeling. In the practical part, students can develop various applications by creating virtual environments and designing interactions and animations using Maya and Unity as digital tools. As a final project, each student will develop his/her own project to demonstrate how he/she has mastered the skills acquired.

Qualification Objectives:

Upon completion, students will have developed an understanding of the basic concepts of Virtual Reality and the key phases for developing VR-based projects. Students will be able to design essential - but fully functional - VR applications, use digital tools (Maya and Unity), and master basic activities such as 3D modeling and programming.

Literature:

tba
Digital Tools' Manuals (e.g. Maya, Unity))

Courses in the module	ECTS	Hours
C 244134 Coding/Virtual Reality Design	6	3

Module 24353/24354 or 24355 | Elinor-Ostrom- or Practice Project				
MA DS	Semester 3	3 Contact Hours	18 ECTS	Contact Time/Self-study (in hrs): 27/423
Teaching Method				Individual support, independent project
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☐ per semester ☒
Examination				Teaching Agreement
Scope and Length of Examinations				Teaching Agreement
Module Responsibility				Prof Dr Jan Söffner
Prerequisites				-
Use of Module				Major Phase | Track 1-4

Content:

In the "Elinor Ostrom or Practice Project" module, students learn under the guidance of project supervisors to pursue an independently developed research question in science or in research-oriented professional fields - and to work in a methodically clean manner. The module offers students the chance to carry out a supervised research-oriented project with academic support at a department, research cluster, research association or research center of ZU, an academic partner institution or a partner institution from business, administration or politics. In connection with this research project, students will prepare a report in the form of a term paper or scientific paper. The project takes as its subject an issue from the field of prognostics, futurology or innovation management in administration, politics, business or culture.

Qualification Objectives:

Students learn to work in a team of researchers or practitioners. They acquire the ability to formulate a research question and to work on and answer it using an appropriate theoretical and methodological toolkit. In addition, they learn to write their own academic texts.

Literature: tba

Courses in the module	ECTS	Hours
C 114712 Research Colloquium	3	2
C 123241-44 Advanced Methods	3	1,5
C 243522 Research Project	15	
Module 24355 Practice Project	18	

Module 244151 | Understanding Consumer Behavior in the Digital Age				
MA DS	Semester 2	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Class Presentation and Final Exam
Scope and Length of Examinations				30 minutes group presentation and 60 minutes written exam
Module Responsibility				NN
Prerequisites				Basis Marketing knowledge Basic knowledge in descriptive statistics
Use of Module				Major Phase

Content:

Digitalization has fundamentally changed how consumers search for information, connect with other consumers and companies as well as how they make purchase decisions. It is also fundamentally transforming business models of many companies across a wide range of industries and professions. For students it is crucial to understand the ways in which new digital technologies are going to change business models as well as marketing practices. Therefore, the aim of the course is to introduce and discuss technological changes such as social media and social networks, big data, internet of things, artificial intelligence, augmented and virtual reality and their impact on business models and marketing practices.

This course discusses consumer behavior theory and its relevance in the digital age. We explore theories and models of consumer behavior and learn to use them to better understand and predict how consumers will respond to (digital) marketing actions.

Qualification Objectives:

- Students are expected to demonstrate knowledge about the psychological and sociological concepts and theories and their relevance in the digital age.
- Students learn to analyze and critically discuss the main assumptions and components of (digital) consumer buying behavior.
- Students learn to apply theories and models of consumer behavior to real-world marketing phenomena.

Literature:

Solomon, M.R., Askegaard, S., Hogg, M.K., & Bomossy, G.J. (2019). Consumer Behaviour: A European Perspective (7th edition). Pearson.
Martínez-López, F.J., Anaya-Sánchez, R., Aguilar-Illescas, R., Molinillo, S. (2015). Online Brand Communities. Using the Social Web for Branding and Marketing. Springer.
Journal articles (tba)

Courses in the module	ECTS	Hours
C 244151 Understanding Consumer Behavior in the Digital Age	6	3

Module 244152 | Digital Business				
MA DS	Semester 3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Teaching Agreement
Scope and Length of Examinations				Teaching Agreement
Module Responsibility				Prof Dr Christian Opitz
Prerequisites				-
Use of Module				Major Phase

Content:

tba

Qualification Objectives:

tba

Literatur:

tba

Courses in the module	ECTS	Hours
C 244152 Digital Business	6	3

Module 244133 | Digital Entre-/Intrapreneurship				
MA DS	Semester 3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Graded essay: 10 pages (25,000 characters)
Scope and Length of Examinations				Ungraded presentation and graded essay
Module Responsibility				Dr Lennart Brand
Prerequisites				Acc. to FSPO §2
Use of Module				Major Phase

Content:

The theoretical part of the module introduces the basics of sustainable startup management, business design and intrapreneurship. Particular attention is paid to digital aspects. Using relevant literature, case studies and expert workshops, students are taught how to transform ideas and projects into a

suitable business or organizational form. In a practical part, participants develop and analyze their own startup or intrapreneurship concepts. Students form teams of 2-3 and work together to design and define a "startup concept" and develop a go-to-market strategy and financial plan. Students will work according to the "Lean Startup" method, which means that each week there will be specific tasks and expected results. At the end of the course, students will present and discuss their startup-concept (graded essay) during a pitch session (ungraded presentation).

Qualification Objectives:

Students will be able to work on the key steps to design and launch a digital business. Students gain knowledge of market analysis, value proposition design and customer development, financial planning, and go-to-market strategies. They will also learn and apply the Lean Startup Methodology by designing and developing their own startup through iterations and MVP refinements.

Literature:

Business Model Generation, Alex Osterwalder & Yves Pigneur
Startup Playbook, Sam Altman (Y Combinator)
H-FARM's Presentations and Materials

Courses in the module	ECTS	Hours
C 244133 Digital Entre-/Intrapreneurship	6	3

Module 244134 | Coding/Virtual Reality Design				
MA DS	Semester 3	3 Contact Hours	6 ECTS	Contact Time/Self-study (in hrs): 27/123
Teaching Method				seminar
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☒ per semester ☐
Examination				Programming and modeling tasks, final project
Scope and Length of Examinations				Depending on the project work
Module Responsibility				Dr Lennart Brand
Prerequisites				Acc. to FSPO §2
Use of Module				Major Phase

Content:

This module introduces students to the theory, principles, and practice of Virtual Reality (VR) and provides hands-on experience through the development of VR-based projects. At the beginning of the course, students will learn the basic principles of VR and virtual environments, the historical development of the technology and its fields of application in a theoretical part and additionally acquire the basics of computer graphics and 3D modeling. In the practical part, students can develop various applications by creating virtual environments and designing interactions and animations using Maya and Unity as digital tools. As a final project, each student will develop his/her own project to demonstrate how he/she has mastered the skills acquired.

Qualification Objectives:

Upon completion, students will have developed an understanding of the basic concepts of Virtual Reality and the key phases for developing VR-based projects. Students will be able to design essential - but fully functional - VR applications, use digital tools (Maya and Unity), and master basic activities such as 3D modeling and programming.

Literature:

tba
Digital Tools' Manuals (e.g. Maya, Unity)))

Courses in the module	ECTS	Hours
C 244134 Coding/Virtual Reality Design	6	3

Module 24353/24354 or 24355 | Elinor-Ostrom- or Practice Project				
MA DS	Semester 3	3 Contact Hours	18 ECTS	Contact Time/Self-study (in hrs 27/423
Teaching Method				Individual support, independent project
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☐ per semester ☒
Examination				Teaching Agreement
Scope and Length of Examinations				Teaching Agreement
Module Responsibility				Prof Dr Jan Söffner
Prerequisites				-
Use of Module				Major Phase | Track 1-4

Content:

In the "Elinor Ostrom or Practice Project" module, students learn under the guidance of project supervisors to pursue an independently developed research question in science or in research-oriented professional fields - and to work in a methodically clean manner. The module offers students the chance to carry out a supervised research-oriented project with academic support at a department, research cluster, research association or research center of ZU, an academic partner institution or a partner institution from business, administration or politics. In connection with this research project, students will prepare a report in the form of a term paper or scientific paper. The project takes as its subject an issue from the field of prognostics, futurology or innovation management in administration, politics, business or culture.

Qualification Objectives:

Students learn to work in a team of researchers or practitioners. They acquire the ability to formulate a research question and to work on and answer it using an appropriate theoretical and methodological toolkit. In addition, they learn to write their own academic texts.

Literature: tba

Courses in the module	ECTS	Hours
C 114712 Research Colloquium	3	2
C 123241-44 Advanced Methods	3	1,5
C 243522 Research Project	15	
Module 24355 Practice Project	18	

Master Phase

Module 55000 | Final module				
MA DS	Semester 4	0 SWS	24 Contact Hours	Contact Time/Self-study (in hrs): 0/600
Teaching Methods				Individual support
Event Type				mandatory ☒ elective ☐
Period				1 semester
Rotation				yearly ☐ per semester ☒
Examination				Master Thesis and Disputation
Scope and Length of Examination				approx. 150.000 signs, 45-60 min.
Module Responsibility				Prof Dr Jan Söffner
Prerequisites				-
Use of Module				Master Phase

Content:

The module provides the preparation for the master examination. The students become familiar with the standards of academic work on the master level and learn to present and defend their master thesis.

Qualification Objectives:

The students develop their own research question and answer it by critically reflecting on theories and methods of political and administrative sciences, as well as international relations

Courses in the Module	ECTS	Hours
C 55000 Final module	24	0