

Practice-Workshop

OMMAX

# Digital data-driven business models

Course #33704, summer semester 2021

Chair of Marketing and Services  
in Cooperation with OMMAX



OMMAX

## Content

- **Topic**

- The digitization is one of the most influential megatrends of the last century and disrupted almost every industry substantially. As strategists and entrepreneurs of tomorrow, students will obtain deep knowledge of digital data-driven business models and how to maneuver between buzz and value creation.

- **Content**

- Digital strategy: overview of disciplines
- Digitalization of business models
- Digital impact on B2B and B2C business models
- Digital revenue-relevant value creation
- Business case calculation

- **Credits**

- Bachelor Digital Transformation in Business and Society (Major Management)
- Bachelor Business Administration and Economics (“Schwerpunkt” MIM)
- 3 ECTS

# Digital data-driven business models

## Workshop concept and approach

- With a focus on digital transformation and data the course will provide a theoretical and practical approach
  
- **Learning Outcome**
  - Identify and understand the core digital areas of digital business models
  - Able to differentiate and construct frameworks of B2B and B2C business models
  - Analyze and utilize unstructured data
  - Implement data insights into value creation and value capture
  - Clear understanding of digital KPIs
  
- **Approach: Theoretical background in combination with real business practical case study**
  - All participants will be put into teams and be assigned a B2B or B2C case study
  - The course will cover crucial digital business concepts to develop the task assigned
  - All theoretical topics will include a practical part, which involves tasks and discussion questions. These will have to be solved based on the case study and be presented during the lecture
  - The case study will include a business case calculation
  - Lecture participants will be guided on how to build a business case based on historical data, KPI performance and predictions to analyze the impact on revenue
  - A framework will be provided for participants to build the business case of their assigned case study

# Workload and deliverables

## Group paper and presentation

- **Workload**
  - Final **team** paper 16-20 pages (including tables and figures, 4-5 pages each student)
  - Team tasks and discussions during the workshop based on case study assigned
  - **Team** presentation max. 20 minutes with subsequent discussion approx. 10 minutes
  
- **Final Paper Deliverables**
  - Data-driven market audit
  - Definition of digital business model based on the selected study case
  - Definition of target groups, personas and touchpoints across the customer journey
  - Digital channels strategy
  - Business model evaluation based on digital KPIs (business case framework)

# Organizational procedure

## Dates and deadlines

- **Application**
  - Application deadline: **10.05.2021**
  - Notifications: as of 14.05.2021
  
- **Provisional Dates**
  - 1. Lecture via Zoom, **20.05.2021**
    - Get together
    - Keynote lecture (theories and concepts)
  
  - 2. Lecture via Zoom, **21.05.2021**
    - Keynote lecture (theories and concepts)
    - Assignment tasks and expectations
    - Team allocation
  
  - 3. Final group presentation via Zoom + submission of group paper, **17.06.2021**

# Target group and application process

## Who can participate in the practice workshop?

- **Target Group**
  - Bachelor Digital Transformation in Business and Society (Major Management)
  - Bachelor Business Administration and Economics (MIM)
  - Strong interest in digital strategy, digitalization of business models
  
- **Application Process**
  - Maximum number of students: 20 (4 participants in each team)
  - Interested candidates apply by **03.05.2021**
  - The selection of the participants is conducted by the chair of marketing & services and OMMAX
  
- **Application form** (in one PDF file)
  - Motivational phrase that answers the question: “Why am I the right candidate for this workshop?”
  - Short CV (Motivational phrase can be integrated into the CV)
  - Current transcript of records (HisQis)
  - Send your application to: [marketing-services@uni-passau.de](mailto:marketing-services@uni-passau.de)
    - Subject: Bewerbung Workshop Marketingpraxis OMMAX SS 2021
    - File name: Bewerbung\_OMMAX\_Vorname\_Name.pdf

# Contact

## Lecturer



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### Dr. Anja Konhäuser

Partner, OMMAX

- Anja is Partner at OMMAX. She advises corporates and financial investors on scaling digital business models
- Furthermore, she has sophisticated experience in the setup, analysis & execution of digital value creation strategies as well as (digital) go-to-market approaches for well-known brands
- Prior to OMMAX, she worked at the Karlsruhe Institute of Technology (KIT) where she still is holding lectures on digital topics on a regular basis
- Anja holds an MBA from the University of Passau and a Ph.D. (“summa cum laude”) from the Karlsruhe Institute of Technology (KIT)

# Contact

## Organization



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For organizational questions, please contact the chair first.



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