

Certification Examination Regulations and Course Discription

This Certification Examination Regulations of the Steinbeis+Academy applies to the following course on the basis of the valid Framework for the Implementation of Certificate Courses (RZLG) in the current version.

Course title	Managing the Business Transformation				
Fields of competences	Management	Personality Development	Education Management	Healthcare	Technology
	X				
Place(s) of implementation	Berlin	München	Online		
	Diploma of Advanced Studies (DAS)	Certificate of Advanced Studies (CAS)	Diploma of Basic Studies (DBS)	Certificate of Basic Studies (CBS)	
Graduation	X	(X)			
	The three components of the DAS can be studied separately and awarded a CAS if passed successfully				
Qualification aim	<p>The aim of the Diploma of Advanced Studies in Managing the Business Transformation is to equip individuals with the knowledge, skills, and competencies required to effectively lead and manage organizational change and transformation initiatives. This qualification is designed for professionals who are responsible for driving and overseeing strategic transformations within their organizations, or for individuals seeking to enhance their capabilities in managing complex business change.</p> <p>The program aims to provide learners with a comprehensive understanding of the principles, theories, and best practices related to managing business transformations, innovation processes and project management. It focuses on developing their ability to analyze the internal and external factors that drive organizational change, and to design and implement effective transformation strategies.</p>				
RZLG-Supplementary admission requirement	None				

Teaching method	Classroom	Classroom/ Online	Online
		X	

Language	English			
-----------------	---------	--	--	--

Workload in hours	Total	Seminar time	Self-study time	Transfer time
	600	8	432	160

Type of performance records (LNW)	Examination (K)	Presentation/ oral examination (P)	Case (C)	Transfer paper (TA)	Project study paper (PSA)
				X	

Contents

Modules	Key topics	Seminar time/h
	Central terms, theoretical basics, tasks, methods and limits of strategic management. Development of strategic management in business studies and an understanding of the history, challenges, approaches, instruments and trends in strategic management Application of selected strategic management approaches to improve the strategic positioning of an organization Application and function of strategic analyses to assess the strategic situation of the corporate environment (opportunities and threats) and the company (strengths and weaknesses) Integration of the results of strategic analyses for strategy development	

<p>Strategic Management</p>	<p>A critical reflection of different theories, as well as their instruments and consequences for action Market-oriented strategies (competition, market, customer strategies, dynamic strategies, delta strategies) Resource-oriented strategies (business model, resource, competence strategies) Problems of strategy implementation Strategy-focused organization and effective strategy process (XPP) Behavioral influences of strategic management (individual, corporate cultural influences) Insight into current and relevant topics and trends such as the creation of shared values, design thinking, adaptations in the area of leadership or internal corporate sustainability aspects Practical relevance of strategic management in the company.</p>	<p>2</p>
<p>Change Management</p>	<p>Triggers and types of change projects Success factors in change management - trivialities versus real orientation Current scientific studies on the success factors of Change Management Limitations of predictability of success and failure Case studies change management - concrete behavioral examples in different initial situations for project success (or failure)</p>	<p>2</p>
	<p>Innovation Strategies Market entry opportunities Types of innovations Innovation management Creativity management Management of the innovation process</p>	

<p>Innovation Management</p>	<p>Innovation and creativity techniques</p> <ul style="list-style-type: none"> - Essential digital technologies - Definitions and basics of technology management (TM) - Integrated, normative and strategic TM (technology early warning) - Life cycle and experience curve concepts - Portfolio methodology - Digital technology trends - Hardware & Software - Database Management - Advanced knowledge of computer & network architectures - Basics of programming & algorithms - Advanced knowledge of augmented & virtual reality <p>Trend research & trend scouting</p> <ul style="list-style-type: none"> - Current trends - technological, social, psychological (continuously adapted selection) - Media use of the future - Trend research - Trend Scouting 	<p>2</p>
<p>Project Management</p>	<p>Projects and project management</p> <p>Differences between classic and agile project management</p> <p>Task and phase planning</p> <p>Identify project goals and project requirements</p> <p>Competencies, requirements and tasks of project participants</p> <p>Controlling tools and project management</p> <p>Multi-project management</p> <p>Leadership, interdisciplinary cooperation and conflict management in projects</p>	<p>2</p>