

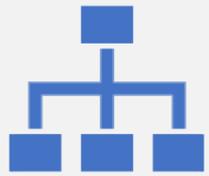
Welcome to the lecture – An introduction to the module

Social Innovation & Digital Transformation



Dr. Uwe Demele

Agenda



Structure and objectives of the module



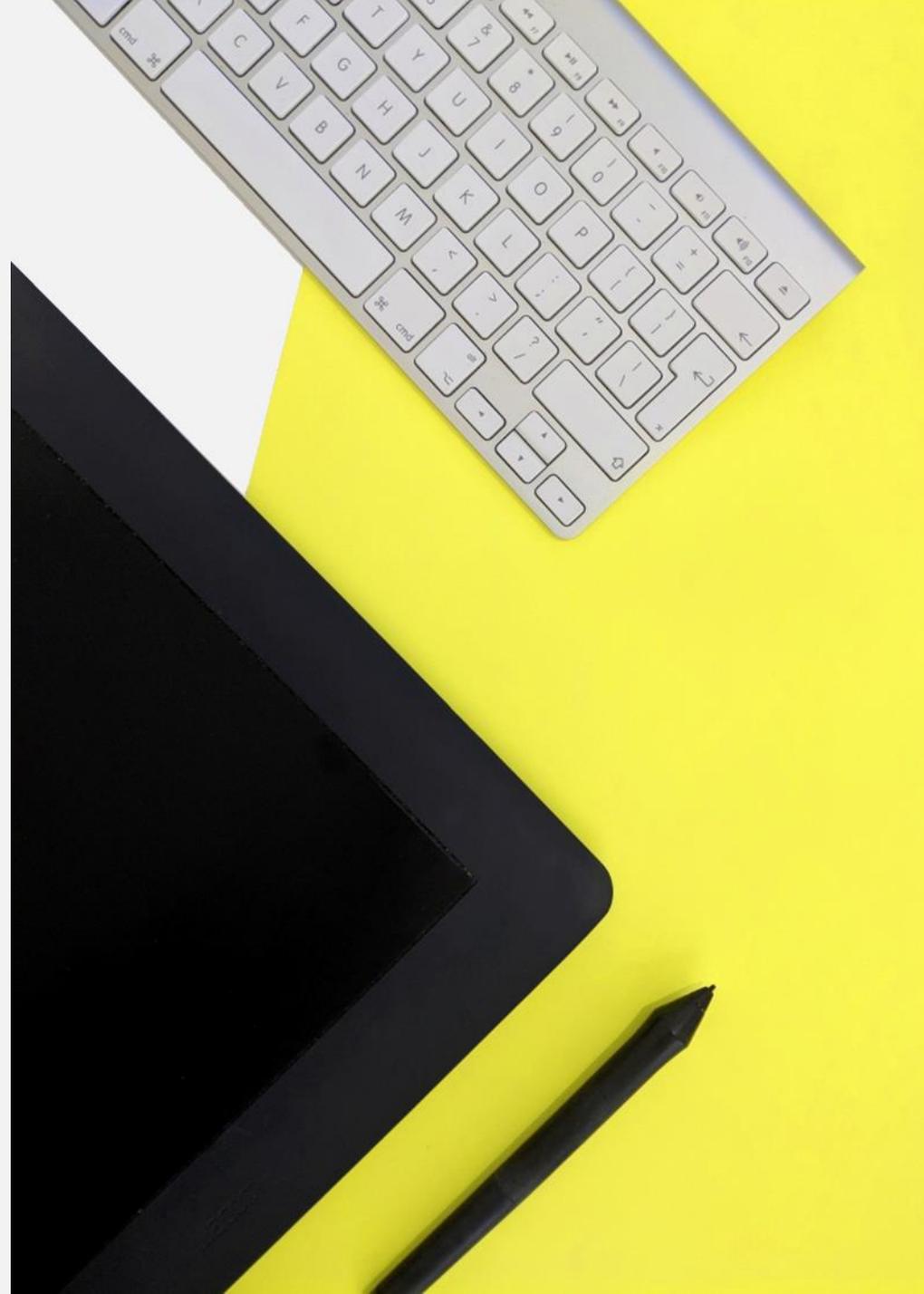
Provided content



Teaching and learning methods



Discussion



Clarification of the key terms

Digitization

... the process of converting analog information from a physical format to a digital one.

Digitalization

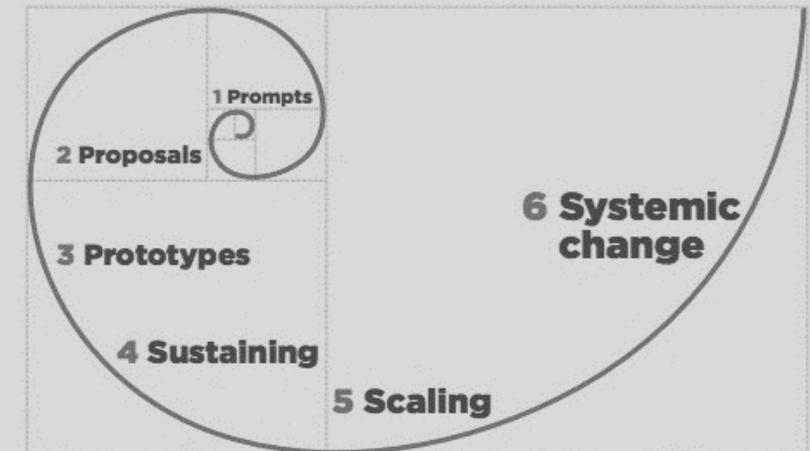
... use of digital technologies and data to create revenue and improve business.

Digital Transformation

... ongoing multi-level change in business and society based on digital technologies.

Social Innovation

- ... multidisciplinary and focused on sustainable solutions for the common good.
- ... driven by needs of the citizens (primarily not profit-oriented).
- ... focused on empowerment, participation and co-creation.
- ... sharing of knowledge and intellectual property (open-source-approach).



Structure and objectives of the module

Module Social Innovation and Digital Transformation

Status	Mandatory
ECTS	6 CP
WHL	4 h
Workload	180 h
Examination	Presentation <ul style="list-style-type: none">• 20-min• in groups of 2-3• about an existing or fictional digital social business or innovation

Module Objectives

1.

Theory

scientifically substantial investigation of the **connections and interdependencies** between **Social Innovation & Digital Transformation**

2.

Practical Use

direct application of the theory by means of **practical exercises** and **case studies**

Structure and objectives of the module

LEADERSHIP CAREER WORKSHOP

**GOOD
JOBS**

CEO: P. Berg
Digital Marketing Expert: N. Koch

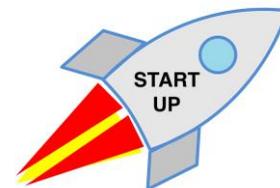
SOCIAL BUSINESS WITH FINTECH

 **credit
shelf**

CEO: T. Thabe

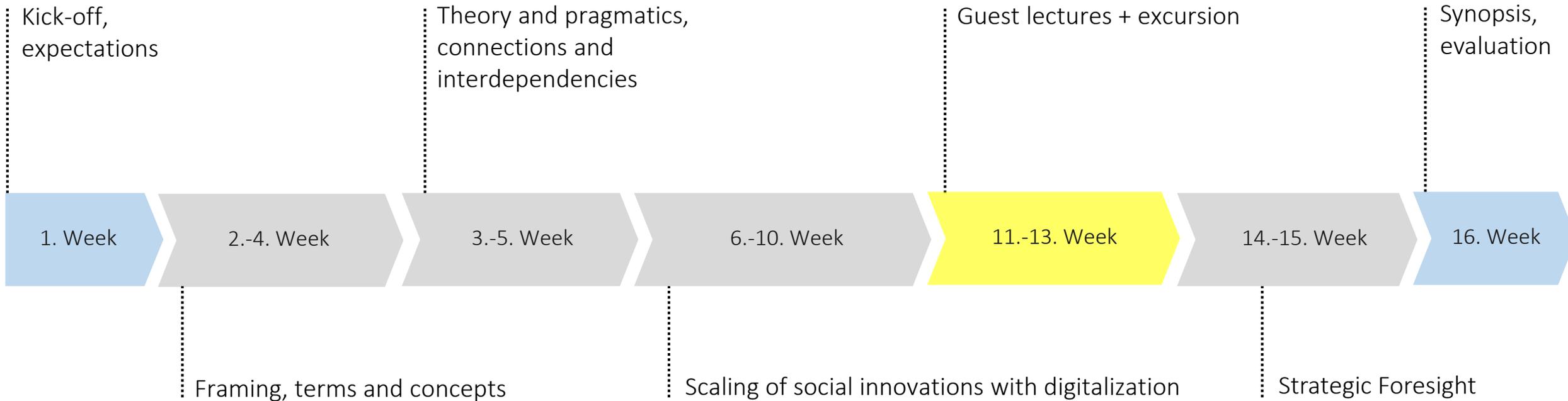
Digital scaling
of social
innovations

EXCURSION



Structure and objectives of the module

Timetable



Provided content

Script



Literature



After lecture offer

incl. Podcasts, Films, Exercises



Case studies → Debating, Critical Thinking

Grameen



kiva



Wikipedia



Signly



Repair Café



Management-Toolbox



Teaching and learning methods

Market research and discussion about existing (successful or not successful) digital social innovations

1

Interactivity, discourse, small group workshops

2

Social Innovation & Digital Transformation

Practical relevance, examples from various sectors

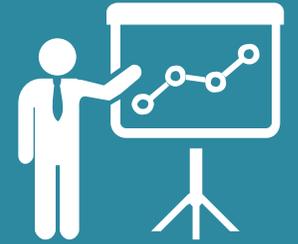
3

Interdisciplinarity, Multidisciplinarity, Transdisciplinarity

5

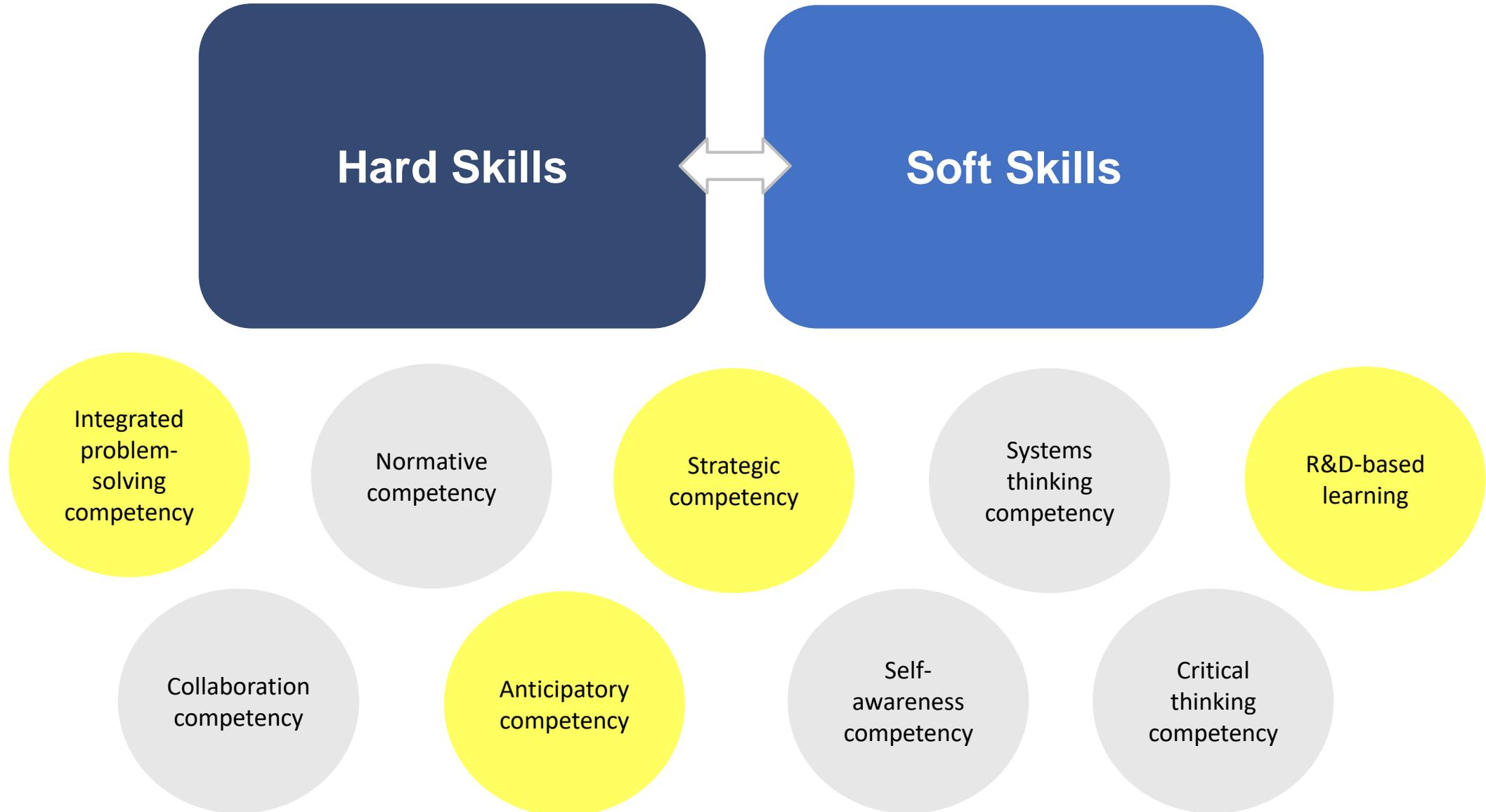
Balancing economic and social conflicts, discussed on the basis of case studies

4

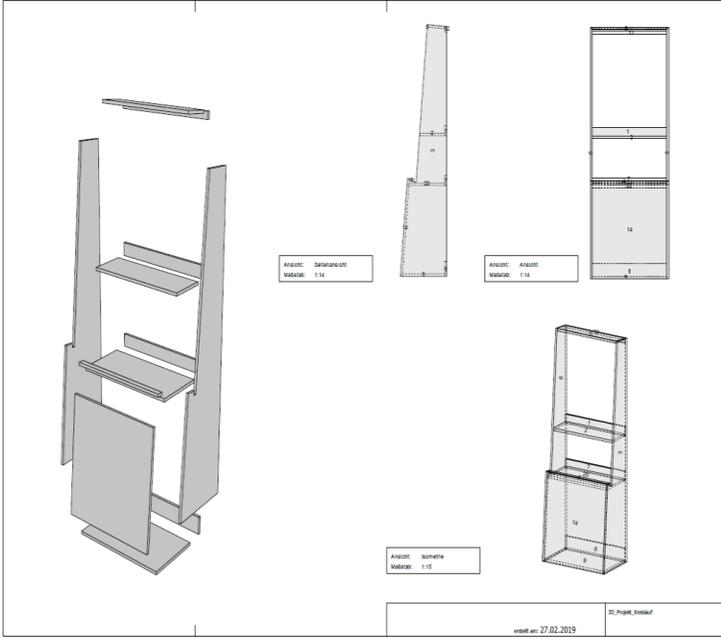
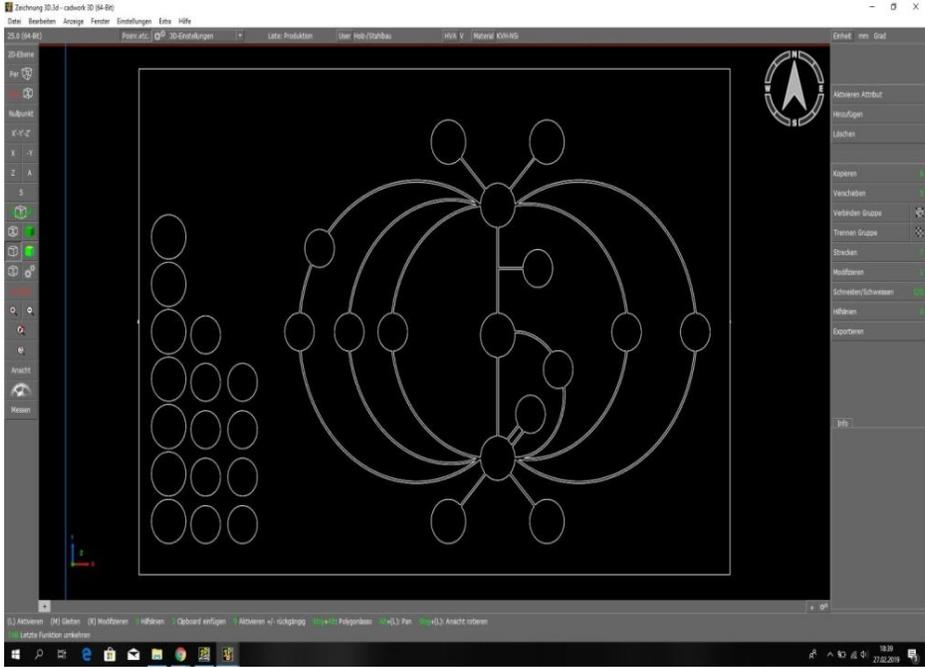


**BLENDED
LEARNING**

Teaching and learning methods



Teaching and learning methods



3-D-Didactics

Making complexity tangible



Discussion

Social Innovation & Digital Transformation

