

Module title		Abbreviation
Business Service Platforms 2		12-AGP2-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The next generation of business service platforms leads to a transformation of traditional industrial enterprises into service businesses that generate a large proportion of value in developed economies. New ICT technologies such as cloud computing, the Internet of Things and semantic technologies will contribute to the success of these businesses in a similar way as ERP contributed to the success of industrial enterprises. But we are still at the beginning of the evolution of business service platforms, which will have to become more adaptable to support special business models and allow differentiating customer service processes.</p> <p>The course will discuss different case studies on services businesses. The digital transformation of the software industry into a service industry is the most prominent of these case.</p>		
Intended learning outcomes		
<p>Be aware of the growing economic importance of the service sector. Understand that services businesses in are facing a special productivity problem, which could not be adressed by the same processes applied in the manufacturing industries. Understand the new ICT technologies we have at hand today to deliver smart solutions for this problem. Be aware of the diversity of services business today where we have no evidence that a general standard can be found applicable to most subsectors similar to the standardization achieved for the manufacturing industries after twenty years of research.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
V (2)		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)</p>		

