

Steinbeis  
Global  
Institute  
Tübingen



Steinbeis-  
University  
Berlin  
SHB



## Diploma of Advanced Studies (DAS)

# Digital Leadership

4 Modules | 28 Web-Seminars, 5 interactive web-based-trainings and 4 decision-making simulation with self-studies

**Programme co-ordinator**

Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin



© contrastwerkstatt - Fotolia.com

In co-operation with



# Certified Course “Digital Leadership“

## Certified Course „Digital Leadership“

What are the key elements of Internet of Things (IOT)? What are the key factors to generate disruptive innovations? What is the impact of digitization on leadership? What are new possibilities for digital marketing and customer relationship management? In order to achieve success in the worldwide competition, companies and organizations are required to know their digital potentials and they need to mobilize them very quick. In order to do so, leadership is the main key for managing corporate transformation successfully.

### Module 1: Digitalization as a socio-economical megatrend. Business context. Overview

Digitalization as key megatrend # Main drivers for digitization, Industry 4.0 and Internet of Things (IoT) # Digital technologies (overview) # Cyber-physical systems and artificial intelligence# External and internal interfaces (touch points) # Digitization and new business models# Decentralization and Automation with Smart Factories # Industrial Internet of Things# Technical Challenges and opportunities of Industry 4.0 # Technology transfer vs espionage and strategies of organizational protection # Open innovations # Internalizations of business # Social innovations and collaborative platforms # Triple Helix context of cooperation in the era of DigitalizationDesign thinking # Five-field innovation model.

- Seminar/Web-Seminars/WBTs: 18 hours
- Oral examination

### Sub-Module 1-1: Scientific work

The Sub-module “Scientific work” is a basic element of each SGIT course. It provides the basic principles and instructions for transfer and project papers (TA and PSA) writing, as well as for an efficient preparing for the interactive tests and exams. **Core topics:** Scientific work process (its main steps, core principles, and standards) # The core requirements for the educational tasks of the course sufficient realization # Examples and templates for the TA/PSA efficient writing and successful passing the oral examination.

- Web-Seminars/WBTs: 5 hours
- Interactive test (integrated into WBT)

### Module 2: Systemic thinking and acting as preconditions for business success in the Digital age

Systems and their characteristics # Human thinking errors and artificial intelligence # Systemic thinking and acting in the management context # Design Thinking # Stakeholder management # Implementation of complex projects # Micro- and Macro systems# Innovation management and Innovations promoters # Change- and Miss-Management # Organizational innovations and ‘Five-field’ innovation model

- Seminar/Web-Seminars/WBTs: 27 hours

- Oral examination

### Module 3: Core principles of efficient Leadership in the Digital age

Core Leadership skills and competences in the digital context of doing business # Mediation and conflict management in the digital age # Communication and moderation in new digital frameworks # Personnel management # Team Management # Core mission and roles of the Chief Technology Officer (CTO) position # Cross cultural communication # Practical guidance into presenting and visualizing # Presentation methods and techniques # Applied training of business presentation # Strategic Human Resource Management # Managing Performance - Motivation# Team Management patents

- Seminar/Web-Seminars/WBTs: 24 hours
- Oral examination

### Sub-Module 3-1: The new type of Leaders: (Hidden) Chief Technology Officers (CTOs) in the technology management process

Core mission and roles of the Chief Technology Officer position # Functions of the CTO position # (Hidden) CTOs and core stakeholders # Increasing corporate power of Hidden CTOs # Macro- and micro-economic dynamics of the CTO position # (Hidden) CTOs as agents of organizational change # Functions and functional patterns of the CTO position # Core internal and external stakeholders in the technology management context # Leadership as integrative competence for the modern CTOs

- Seminar/Web-Seminars/WBTs: 12 hours
- Interactive test (integrated into WBT)

### Module 4: Management of transformations via IMLead® concept

Corporate culture as the basis for an agile organization # Seven steps to an agile organization # Transformation processes and Management of changes in the corporate context according to the IMLead® concept # Implementation of entrepreneurial and entrepreneurial thinking & acting (practical tools and principles and methods) presentations

- Seminar/Web-Seminars/WBTs/Decision-making simulation: 36 hours
- Oral examination

---

### Target Group

The certification course is focusing on top management and people who are leading a division or department or are working as group and/or project manager with the aim to initiate and accompany the transformation from an analogue to a digital and agile company or organization.

# Certified Course “Digital Leadership“

The participants acquire management and leadership competencies to support their company on the way to an agile organization and to lead it successfully into the digital age.

---

## Qualification aim

The course „Digital Leadership“ provides an insight into the complexity of digitization and shows which external and internal interfaces (touch points) must be considered in the future and what influence they have on the generation of new business models. It provides options for tackling complex situations with the right levers and finding sustainable solutions, especially with regard to the multitude of systemic problems of digitization - from relatively simple machine-machine and human-machine interfaces to major organizational and strategic challenges within the company. New "Leadership Competencies for the Digital Age" are taught using the IMLead® concept for Integrated Management & Leadership, in particular with a focus on the fields of mediation and conflict management, communication management and personnel management.

---

## Management

Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin  
SGIT Steinbeis Global Institute Tübingen

---

## Experts, Professors and practical experts with experience in teaching

- Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin | Steinbeis Global Institute Tübingen
  - Dr. Andreas Frost, Lawyer and Mediator, Specialization in International Business Relations, Reutlingen
  - Petra Lohmüller, Master of Arts, Export-Akademie Baden-Württemberg GmbH
  - Katerina Ruhnke, Master of Arts, Intercultural Management, negotiation.
- 

## Coaching

Personal coaching and individual support are very important to us. During the whole course your personal distance learning coach can be contacted.

---

## Workload

The training course „Digital Leadership“ is certified by Steinbeis Akademie of Steinbeis University Berlin with a total workload of 365 hours

The workload is as follows:

- 122 hours seminar time
  - 135 hours self-study time based on study materials
  - 108 hours transfer time for writing a project study paper (PSA). The project study paper has a volume of about 20 pages plus appendices
- 

## Course structure

Web-Seminars and interactive web-based trainings have a duration of about 3 hours. Decision-making simulation have duration around 4.5 hours. Web-Seminars and Decision-making simulation have fixed dates. Access to interactive WBTs is open during the whole course and working time is flexible.

### Module 1

- *Web-Seminar 1:* "Digitalization as a socio-economical megatrend. Overview"
- WBT-Session "Digitalization & Industry 4.0 Basic)"
- *Web-Seminar 2:* "Industrial Processes in the Digital age"
- *Web-Seminar 3:* " Digital Transformation: drivers, challenges & advantage"
- *Web-Seminar 4:* "Management under the megatrends impact"
- *Web-Seminar 5:* "Industry 4.0 as a platform for the stakeholders' diversity cooperation"

### Sub-Module 1-1

- *Web-Seminar:* "The scientific work Fundamentals"
- WBT-Session: "Scientific Work -Basics"

### Module 2

- *Web-Seminar 1:* "Systemic thinking in the Digital age- Introduction"
- *Web-Seminar 2:* "Artificial Intelligence: Opportunities and Risks"
- *Web-Seminar 3:* "Stakeholder Management"
- *Web-Seminar 4:* "Micro and macroeconomic levels of organizational functioning in the digital context"
- *Web-Seminar 5:* "Innovation management"
- *Web-Seminar 6:* "Change- and Miss-Management"
- *Web-Seminar 7:* "Innovations promoters"
- *Web-Seminar 8:* "Organizational innovations"
- *Web-Seminar 9:* "Five-field innovation model"

### Module 3

- *Web-Seminar 1:* "New leadership practice for the digital age"
- *WBT-Session:* "Core mission and roles of the Chief Technology Officer (CTO) position"

# Certified Course “Digital Leadership“

- *Web-Seminar 2:* "Intercultural Management"
- *Web-Seminar 3:* "Challenges in Negotiation"
- *Web-Seminar 4:* "Cross-cultural negotiation"
- *WBT-Session:* "Functions of the CTO position"
- *Web-Seminar 5:* "Presenting and visualizing successfully"
- *Web-Seminar 6:* "Strategic Human Resource Management"

## Sub-Module 3-1

- *Web-Seminar 1:* "The role of (Hidden) Chief Technology Officers in the technology transfer process" - Introduction into the WBT course
- *WBT-Session:* "(Hidden) CTOs and core stakeholders"

## Module 4

- *Web-Seminar 1:* "Management of transformations via IMLead® concept 1"
- *Web-Seminar 2:* "Management of transformations via IMLead® concept 2"
- Decision-making simulation: Round 1
- *Web-Seminar 3:* "Management of transformations via IMLead® concept 3"
- Decision-making simulation: Round 2
- *Web-Seminar 4:* "Management of transformations via IMLead® concept 4"
- Decision-making simulation: Round 3
- *Web-Seminar 5:* "Management of transformations via IMLead® concept 5"
- Decision-making simulation: Round 4
- *Web-Seminar 6:* "Management of transformations via IMLead® concept 6"

## Project Study Paper

Latest submission deadline of project study paper is 3 weeks after the last module

## Registration & Information:

For registration can be done online. The registration form can be downloaded from [www.steinbeis.education](http://www.steinbeis.education)

## Course Fee

Course fee for all 4 modules is € 4100.-

including 19% VAT

## Diploma of Advanced Studies (DAS)

Basis for the DAS is the creation of a project study paper (PSA) according to the specifications of the Steinbeis University Berlin with approx. 20 pages and evaluation of the work.

## Organization

The course is conducted in distance learning and self-study phases with optional residential seminars.

The attendance/Web-Seminar phases are carried out by experts from companies and universities and practical relevance is ensured. The ability to cooperate, interact and work in teams is trained in group work, case studies, role plays, etc. Through this action-oriented form of learning and the shared experience of learning progress, a consistently high level of motivation is achieved.

## Starting Times

The course is a circular course and application is possible during the year. It is offered as a distance learning course.

Recommended duration of the course is 6 months.

Flexible Start Date

More information at [steinbeis.education](http://steinbeis.education)

Internationally also customized courses are conducted with other starting dates.

For detailed timetable please contact [cornelia.roehm@steinbeis.education](mailto:cornelia.roehm@steinbeis.education)

## Application procedure

The General Terms and Conditions of Steinbeis Global Institute Tübingen are applied and can be downloaded from [www.steinbeis.education](http://www.steinbeis.education)

## Contact

SGIT Steinbeis Global Institute Tübingen | Steinbeis University Berlin

Konrad-Adenauer-Straße 13

D-72072 Tübingen

Tel: +49 (0) 7071-5499920

Fax: +49 (0) 7071-5499929

[www.steinbeis.education](http://www.steinbeis.education)

[cornelia.roehm@steinbeis.education](mailto:cornelia.roehm@steinbeis.education)

