We are offering a selection of all our courses also in English language.

Engineering

Signals and Systems Management Aspects of Systems Engineering I Management Aspects of Systems Engineering II Design Methodology of Embedded Systems* Sensor Principles and Integrated Interface Circuits Wireless Sensor Networks Introduction to Radio Frequency Engineering* **High Frequency Microsystems**

Business administration/ process management

Introduction to Business Administration*
Strategic Process Management*
Business Analytics Drives Innovation*

Soft Skills

Technical Presentation Skills*

The courses marked with an asterisk (*) have been developed within the project »SAPS: Regional International« (http://www.uni-ulm.de/en/einrichtungen/saps/projekte/sapsri/).

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Advanced **Education for Professionals**



ulm university universität

Scouting technology fields, optimizing product value and digital transformation

Dynamic changes in markets such as globalization, increasing competition, dynamic customer needs, game changers and the increasing complexity of products and technologies are decisive challenges for companies. The key to success is a longterm and forward- looking corporate orientation, combined with the successful implementation of the operating business. Therefore, companies have to deal with the future, understand the present, and learn from the past.

The course programme **Business Analytics Drives Innovation** provides a solution for these issues. Participants will be taught the basic techniques of business analytics in order to derive emerging technologies, new products, services, business models or process innovations. The learning goals are primarily aimed for the areas of technology foresight, company development as well as customer and product management. Results will be evaluated individually and will be used to optimize internal business processes. You will have the possibility to exchange ideas with employees of other companies and discuss challenges, different approaches and possible solutions.

In addition to the presentation and discussion of analytical techniques, the participants will be able to apply selected applications in a specific manner as well as understand and select the underlying databases. The module is divided into three parts of "Business Analytics Drives Innovation":

Innovation by Technology Push Innovation by Market Pull Innovation by Digital Model

Unlike other modules that focus on business analytics, we use analytics techniques to generate innovations and not to develop industry 4.0 applications (for example predictive maintenance). These fields of applications are still quite new and they are getting increasingly popular in industries and the public sector.

What is the course all about?

- Innovation by Technology Push: Technology and Innovation Management (TIM), individual cases.
 - Scout for future innovation and technology fields using analytical applications
- Innovation by Market Pull: Product and Portfolio Management (ProMM), competitors and customer analytics, individual cases.
- Gotimize your product portfolio using customer analytics
- Innovation by Digital Models:
 Agile strategy design for digital transformation

What am I going to learn?

- How to apply basic techniques of Business
 Analytics in order to derive emerging technologies, create a better understanding of customer demands and optimize business processes by digital transformation
- How to apply selected applications to specific company requirements
- Break-Out-Sessions will teach you which technologies will be relevant in the future and how to enter into new markets
- How to study your customers as well as competitors and to position your products in the right way
- Methods to develop a digitalization strategy for your company

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Who is the course designed for?

- Professionals responsible for technology foresight, business development, business strategy as well as customer and product management
- English-speaking professionals from other countries working or planning to work in the region
- German employees who intend to learn about Business Analytics and improve their English at the same time

Learn setting

- 6 Credit points (ECTS)
- Self-study with learning material that is offered on a learning platform (script, videos, interactive exercises)
- Webinars
- **Thematic exchange** in an online forum
- On-campus attendance
- Final written exam

Timeline

- Deadline for registration
 15th of September 2018
- Three days of on-campus attendance (Online transmission will be offered partly)
 Friday, the 26th of October 2018
 Friday, the 23th of November 2018
 Friday, the 18th of January 2019
- Written exam (on-campus)

Participation fee 1320 EUR