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 AI Transformation: Navigating the AI Landscape for Business Success**

Fields of competences

Management	Personality Development	Education Management	Healthcare	Technology
X				X

Place(s) of implementation

Berlin	Munich	Online		

Graduation

Diploma of Advanced Studies (DAS)	Certificate of Advanced Studies (CAS)	Diploma of Basic Studies (DBS)	Certificate of Basic Studies (CBS)
X	(X)		
The three components of the DAS can be studied separately and awarded a CAS if passed successfully			

Qualification aim

This course empowers students to effectively manage and strategically leverage AI technologies within organizations. Upon completion, students will possess the expertise to drive AI adoption and governance, enabling them to maximize the value of intelligent systems for business success. They will be equipped with the skills to develop AI strategies, lead AI initiatives, and navigate the ethical and organizational challenges associated with AI implementation, ensuring responsible and impactful utilization of AI in a business context.

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
	450	6	324	120

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
Digital Infrastructure & Principles of Software Development	**Cloud Computing** - Economics, Advantages/Disadvantages - Technology, Architectures, Standards - Cloud Delivery Models: IaaS, PaaS, MaaS, SaaS - Virtualization, Containerization, Managed Services - Cloud Strategy: Make-Or-Buy - Tool / Market Landscape **Edge Computing** - Architectures, Standards - Hardware, Sensors - Runtimes, Cloud Integration - Edge Strategy: Cloud vs. Edge **Principles of Software Development** - Agile Development - Team and project structures - Source code management, open source work structures - Licenses, modules, package systems - Introduction to Python - "Software 2.0" - consequences of the shift from traditional software development to Machine Learning **IT Service Management (ITSM)** - Reference models - DevOps **Case studies from the areas of Consumer/Industrial IoT, Content Delivery/Streaming, etc.**	2

Data Driven Business Models & Products	**Structure and management of data assets** Usage types / benefit dimensions of data assets **Business Model Implications** o Scenarios for data exchange with suppliers, customers, partners o Vertical Integration / Value Chain Implications o Ecosystems and Platforms **Product Management** o Structuring/Scoping Problems o Value Proposition Modeling o Data Flow Modeling o Testing Methods / Time to Market o Deployment / Delivery Models o Pricing **Organization / Change** o Project/Team Setup, Roles, Key Activities, Skills o Organizational classification of AI skills o Change: "AI Transition" of organizations o Quality Assurance & Risk Management	2
Data Strategy & Governance	**Data Strategy: Architectures, Metadata** Management, Data Modeling **Governance** o Data protection (Privacy) o Data security o Data Quality **Ethics & AI**	2