

Invited Talks

10.03.2020 Matthias Mölleney, HWZ (\$15, 18.15)

17.03.2020 Jana Koehler, DFKI GmbH (\$15, 18.15)

24.03.2020 Markus Stauffiger, 4eyes (\$15, 18.15)



Universität
Basel

Wirtschaftswissenschaftliche Fakultät
Professur für Personal und Organisation

Colloquium: Digital Transformation and Work 4.0

Prof. Dr. Michael Beckmann, Elisa Gerten

Spring Semester 2020

What exactly do you have to do?

Listen to our digital lecture!



For each topic mentioned above, we will provide you with a digital lecture and the corresponding slides. You can follow the digital lecture on SWITCHtube. The slides will be provided on ADAM. **This procedure allows you to follow the course wherever and whenever you like.** The digital lectures help you to prepare your own audio log, a short essay and the in-class presentation. In the introduction lecture, we will endow you with all necessary information on how to follow the digital lectures and to create your own audio-log.

What is an audio log?



An audio log is a **pure audio recording**. Imagine an interview where you discuss the assigned topic with your partner. For this interview, you have to create a “script” that will help you to lead the discussion. In a next step, you have to record the discussion with your smartphone or any other tool, and hand in the generated audio log. The audio log file should **not be longer than 20 minutes**.

What about the in-class presentation?



Your group must handle parts of the assignment during an in-class presentation. For this purpose, presentation slides must be prepared in advance and the audience may ask questions during the presentation. The presentation should **not last longer than 20 minutes**.

What about the short essay?



Finally, your group has to summarize the learned content in a short essay (ca. 6 pages). For this, it is important to consider your own audio log, the in-class presentation as well as the invited talks. Here you will find an example of what such an essay should look like. **The best essay will be awarded by a publication on the homepage of the professorship.**