

Invited Talks

10.03.2020 Matthias Mölleney, HWZ (S15, 18.15)

17.03.2020 Jana Koehler, DFKI GmbH (S15, 18.15)

24.03.2020 Markus Stauffiger, 4eyes (S15, 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

General Information

Dates and room	Tuesday, 16:15-20:00, S15 (WWZ)
Module	Labor Economics, Human Resources and Organization (Master Business and Economics)
Credits	3 CP
Course application	As the number of participants is restricted to 20 master students, please register via Email to birgit.knoepfli@unibas.ch until 15.02.2020. First come, first serve. Please be aware that the registration is binding. Groups and topics will be set up during the first lecture. If admitted to the course, please enroll in MOnA.
Admission requirements	Bachelor in Business and Economics
Language of instruction	Digital Lectures: English Invited Talks: German
Language of assignment	English or German
Selection of participants	Until 16.02.2020

Course Description

This course targets master students who are interested in the progress of today's technologies and its impact on human resource management and organizational structures. In addition, there should be an interest in discussing and evaluating empirical studies. This course covers the following topics:

1. Digital transformation: From 1.0 to 4.0
2. Workplace organization and job design
3. Online platform and crowd working
4. Hiring and recruiting
5. Workforce structure
6. Worker performance
7. Employee well-being

We illustrate these topics by using well-known theories and new innovative empirical studies and by focusing on different new technologies such as information and communication technologies (ICT), specific firm technologies (e.g., people analytics, ERP), robots, artificial intelligence, augmented reality, virtual reality, cloud computing, online platforms and Blockchain technologies.

Readings

A list with recommended readings will be provided on ADAM.

Assignment

Group assignment (GA): Students will be assigned to a group (max. 2 persons per group). The content of the assignment is an in-depth discussion and evaluation of a specific technology while considering one of the topics mentioned above.

You have to hand in an audio log (ca. 20 minutes), a short essay (ca. 6 pages) and prepare a short in-class presentation (ca. 20 minutes). For more details, see the **course structure** below and the **information sheet** on how to create an audio log.

Grading & Award

Grading will be based on the audio log (35 %), the in-class presentation (30 %), and the essay (35%) at the end of the semester.

Course Structure

18.02.2020	Introduction Lecture (16:15) Get information about the topics, course structure, and assignments Follow the digital lectures on a weekly basis online	S15
25.02.2020	Digital Lectures 1-4 GA: Audio log (Deadline: 24.03.2020, 12pm)	online
03.03.2020	Basel Carnival	
10.03.2020	Digital Lectures 5-7 Invited Talk Matthias Mölleney, HWZ (18.15)	online S15
17.03.2020	Invited Talk Jana Koehler, DFKI GmbH (18.15)	S15
24.03.2020	Invited Talk Markus Stauffiger, 4eyes (18.15) GA: Presentation (Deadline: 24.04.2020, 12pm) GA: Essay (Deadline: 24.05.2020, 12pm)	S15
28.04.2020	In-class presentations & discussions	S15
05.05.2020	In-class presentations & discussions	S15

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.**