



<b>Module</b>	<b>Digital Food Business</b>
<b>Code</b>	MSLS_V1_5
<b>Degree Programme</b>	Master of Science in Life Sciences (MSLS)
<b>ECTS Credits</b>	3
<b>Workload</b>	90 h: Contact 40 h; Self-study 50 h
<b>Module Coordinator</b>	<b>Name:</b> Prof. Dr. Tilo Hühn <b>Phone:</b> 079 472 97 49 058 934 57 05 <b>Email:</b> <a href="mailto:tilo.huehn@zhaw.ch">tilo.huehn@zhaw.ch</a> <b>Address:</b> ZHAW Life Sciences und Facility Management Campus Reidbach 8820 Wädenswil
<b>Lecturers</b>	Tilo Hühn and guest lecturers
<b>Entry Requirements</b>	Member of Generation Z or digital socialized.
<b>Learning Outcomes and Competences</b>	After completing the module students: <ul style="list-style-type: none"> <li>• Are aware what digitisation means in the food business.</li> <li>• Have built up digital competencies for food and beverage innovation.</li> <li>• Can deal with Generation Z between LOL (Lack of Loyalty) to SOS (Sav(fe) our Society).</li> </ul>
<b>Module Content</b>	From Digitization to Digitalization: Business Modelling in the digital age. Digital Disruption: Innovators Dilemma & Solution in the Food-Sector of volatility, uncertainty, complexity, and ambiguity. Digital Transformation, Intra- & Entrepreneurship: Activate – Observe – Discover – Incubate – Accelerate – Implement. Creation of meaning in a multi optional Society: Hacking the decreased attention span using polymarketing – from storycreation to storytelling to storysharing. Disruptive Technologies: Automation using the IIOT (Industrial Internet of Things). Digital Stewardship: Respecting the Agro-Food-Network sustainably. Smart contracts, transparency and responsibility for Food, Health and Society.
<b>Teaching / Learning Methods</b>	<ul style="list-style-type: none"> <li>• Co-creation</li> <li>• Expert contributions</li> <li>• Coaching</li> </ul>
<b>Assessment of Learning Outcome</b>	Blog and Microproject
<b>Bibliography</b>	<ul style="list-style-type: none"> <li>• Christensen, C. M. (2016): The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change), Harvard Business Review Press, Boston.</li> <li>• Christensen, C.M. (2013): The Innovator's Solution: Creating and Sustaining Successful Growth, Harvard Business Review Press, Boston.</li> <li>• McAfee, A., Brynjolfsson, E. (2017): Machine, Platform, Crowd: Harnessing Our Digital Future, Norton &amp; Company, New York.</li> </ul>

	<ul style="list-style-type: none"> <li>• Parker, G.P., van Alstyne, M.W., Choudary, S.P. (2017): Platform Revolution: How Networked Markets Are Transforming and How to Make Them Work for You, Norton &amp; Company, New York.</li> <li>• Ries, E. (2017): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Currency, Danvers.</li> <li>• Scharmer, C.O. (2018): The Essentials of Theory U: Core Principles and Applications, Berrett-Koehler Publishers, Oakland.</li> </ul>
<b>Language</b>	English
<b>Comments</b>	
<b>Last Update</b>	02.04.2025