

Module	Digital Food Business
Code	V1_5
Degree Programme	Master of Science in Life Sciences (MSLS)
ECTS Credits	3 ECTS
Workload	90 h: Contact 40 h; Self-study 50 h
Module Coordinator	<p>Name: Prof. Dr. Tilo Hühn</p> <p>Phone: 079 472 97 49 058 934 57 05</p> <p>Email: tilo.huehn@zhaw.ch</p> <p>Address: ZHAW Life Sciences und Facility Management Campus Reidbach 8820 Wädenswil</p>
Lecturers	Tilo Hühn and guest lecturers
Entry Requirements	Member of Generation Z or digital socialized.
Learning Outcomes and Competences	<p>After completing the module students:</p> <ul style="list-style-type: none"> • Are aware what digitisation means in the food business. • Have built up digital competencies for food and beverage innovation. • Can deal with Generation Z between LOL (Lack of Loyalty) to SOS (Sav(fe) our Society).
Module Content	<p>From Digitization to Digitalization: Business Modelling in the digital age.</p> <p>Digital Disruption: Innovators Dilemma & Solution in the Food-Sector of volatility, uncertainty, complexity, and ambiguity.</p> <p>Digital Transformation, Intra- & Entrepreneurship: Activate – Observe – Discover – Incubate – Accelerate – Implement.</p> <p>Creation of meaning in a multi optional Society: Hacking the decreased attention span using polymarketing – from storycreation to storytelling to storysharing.</p> <p>Disruptive Technologies: Automation using the IIOT (Industrial Internet of Things).</p> <p>Digital Stewardship: Respecting the Agro-Food-Network sustainably. Smart contracts, transparency and responsibility for Food, Health and Society.</p>
Teaching / Learning Methods	<ul style="list-style-type: none"> • Co-creation • Expert contributions • Coaching
Assessment of Learning Outcome	Blog and Microproject
Bibliography	<ul style="list-style-type: none"> • 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. • Christensen, C.M. (2013): The Innovator's Solution: Creating and Sustaining Successful Growth, Harvard Business Review Press, Boston. • McAfee, A., Brynjolfsson, E. (2017): Machine, Platform, Crowd: Harnessing Our Digital Future, Norton & Company, New York. • 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 & Company, New York. • Ries, E. (2017): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Currency, Danvers.

	<ul style="list-style-type: none">Scharmer, C.O. (2018): The Essentials of Theory U: Core Principles and Applications, Berrett-Koehler Publishers, Oakland.
Language	English
Comments	-
Last Update	06-03-2026