

Course number: MIM-A
Digital Asia
Study Level: Master / Graduate
Please note: offered only in Fall semester

Prof. Dr. Christian von Lübke
Language of Instruction: English
ECTS Credits: 3

Course Objective:

Digitalization has incessantly and irreversibly changed Southeast Asia's corporate and social landscapes. Big data, artificial intelligence, automation, and cloudification are changing the ways companies compete, governments govern, societies socialize, and workers work – in many sectors with awe-inspiring speed and scope.

Digital change and disruptive innovation are fundamentally reshaping markets and workplaces. Undoubtedly, these leapfrogging technologies provide significant opportunities for companies and organizations to boost productivity, efficiency, and growth; not least, because they provide novel and real-time consumer interfaces that bode well for improved services, financial transactions and information. Yet, at the same time, they are also reshaping the nature of work and social relations. Harnessing cutting-edge technologies will generate new jobs, but it will also give rise to significant sectoral disruptions, job displacement, and social inequality within the region.

In this master seminar (which is offered each *winter term*) we will shed light on some of the key phenomena in the rapidly changing field of “Digital Asia”. Our readings and seminar discussions enable students to attain the following learning objectives:

- Deeper understanding as to how digital and often disruptive innovations transform the ways of “doing business” in Asia.
- Learn more about key concepts and developments at the interfaces of technology, business, and society – including contemporary developments in the fields of Big Data, Artificial Intelligence, Automation/Robotics, eCommerce etc.
- Foster interdisciplinary insights with selected case studies on corporate experiences in Asia (e.g. Tencent/Shenzhen, Grab/Singapore, Gojek/Jakarta, Bytedance/Beijing...)
- Discussions as to how digitalization is increasingly affecting social domains – with particular focus on aspects of “nudging”, “surveillance”, and the “future of work”

Evaluation Breakdown (graded):

1. Student Essay (individual)
2. Student Presentation (small groups)