



## Syllabus of Module

# 7. Industrial Enterprise Digitalization

**Lecturer: Ing. Jakub Antoň, MBA**

### Module Annotation

The *Industrial Enterprise Digitalization* module focuses on the importance and benefits of modern technologies for the development of industrial companies, as well as the strategic management of digital transformation within organizations. The aim is to provide students with both theoretical foundations and practical tools for effectively implementing and managing technological innovations, digitalization processes, and investments.

The module content includes an overview of current digital technologies, an analysis of emerging trends (such as automation, artificial intelligence, and the Internet of Things), evaluation of return on investment in digitalization, and assessment of risks associated with implementation.

Additionally, the module will cover the area of enterprise technical infrastructure management (facility management), focusing on operational efficiency, as well as energy management and principles of sustainable operation of industrial systems.

### Module Objective

- Introduce students to key stages of technological development and their impact on industry and the economy.
- Provide an overview of current digital innovations and their applications across various business sectors.

- Teach students how to implement modern technologies in corporate environments and respond to emerging technological trends.
- Demonstrate methodologies for simulating digital projects and identifying key impacts, risks, and opportunities during technology implementation.
- Explain how to evaluate the return on investment in digital projects and assess their economic efficiency.
- Present current approaches to facility and energy management aimed at efficient management of technical systems and sustainability.

## Literature

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3. HILL, Charles and ROTHAERMEL Frank. „The Performance of Incumbent Firms in the Face of Radical Technological Innovation,” Academy of Management Review 28.2 (2003): 257-274. ISBN 0133996220.
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