

## **Certification Course: Change-Management - Transformation in times of digitalization**

### **Summary**

- ✓ Course dates: October 20, 2023 – November 11, 2023
- ✓ Course duration: 3 weeks
- ✓ Language: German
- ✓ Location: Online
- ✓ Certificate: TU Berlin Certificate of Professional Education (3 ECTS)
- ✓ Format: Online
- ✓ Lecturer: Prof. Dr. D. Georg Adlmaier-Herbst
- ✓ Price: 3390 €

### **Course overview**

The certificate course deals with the topic of change in a company and how this can be successfully shaped in the face of developments such as the far-reaching digitalization in society and the economy.

### **Course content**

#### Basics of change management

- ✓ Basics (terms, types of change in science systems)
- ✓ Concepts
- ✓ Types of change
- ✓ Concepts of change management
- ✓ Reasons for failure of change management
- ✓ Success factors for successful change
- ✓ Newer models for change management

#### The management process

- ✓ Organisational change as a management process
- ✓ Systematics of the management process
- ✓ Critical success factors
- ✓ Recommendations for successful change management processes

#### Need for change and willingness to change

- ✓ Analysis of the need for change
- ✓ Decision-making and action control in change management
- ✓ People's goals/motives
- ✓ Intrinsic motivation for change
- ✓ Implementation model for motivation in change
- ✓ Application examples

## Capacity for change

### Organisation in change management

- ✓ Involved
- ✓ Processes
- ✓ Roles and responsibilities
- ✓ Structures
- ✓ IT
- ✓ Culture

### Communication in change management

- ✓ Success factors
- ✓ Communication goals and strategies
- ✓ Means and measures
- ✓ Effective design of means and measures

### Dates

#### Virtual classroom sessions:

- ✓ October 20, 2023, 15:00-21:00 (CET)
- ✓ October 28, 2023, 09:00-17:00 (CET)
- ✓ November 11, 2023, 09:00-17:00 (CET)

Following the conclusion of the first two virtual classroom sessions, participants will undertake a period of a self-study (of 20-30 hours). This independent study phase will be accompanied by the lecturer, up to the date of the final on-site session. Lecturers will support participants for approx. 8 hours online, in the form of an open office hour, a small group workshop (or similar), by arrangement.

### Booking and contact

Register here: <https://www.academy-tu.berlin/en/courses/short-courses>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: [info@academy-tu.berlin](mailto:info@academy-tu.berlin). We hope to see you In Berlin - or online - very soon!