

WHO is giving the lecture



Dr. Marc Wawerla

Alumni of KIT

Digital Transformation Officer
ZEISS Consumer Markets

Chief Technical Officer
ZEISS Vision Care

HOW is the lecture organized

Credits: 4 ECTS

Workload: 10 lectures
1 field trip
1 case study preparation &
group presentation

Language: English


Target: Master students


Contents: Overview will be introduced in
first lecture

WHAT to expect from the lecture

- Gain first-hand experience on the Digitalization journey in the business world
- Learn from business practitioners from a leading company in the global optical industry
- Visit a modern factory that produces your eyeglasses
- Case study with real world settings

WHERE & WHEN to participate

 KIT (Lectures & Group Work), ZEISS Factory in Aalen (Field Trip)

 Fr. 9:45-11:15

The lecture is limited regarding the number of participants! More information will be published at www.wbk.kit.edu.

Contact: Felix Klenk (felix.klenk@kit.edu)