

Lecture 
Announcement



Digitalization from Product Concept to Production

by Dr. Marc Wawerla - Member of the Executive Board - Zeiss Group

Digitalization from Product

Information on the WS2026/2027 Lecture

Concept to Production



General information

- Maximum of 30 participants
- 4 ECTS
- 10 lectures, 1 case study presentation, 1 field trip to Zeiss in Aalen, Oberkochen



Organizational

- Lecture language: English
- Lecture takes place every Friday, 09:45-11:15 a.m.
- As the lecture is limited regarding the number of participants, an **application is necessary**:
 - **Deadline: 01st October 2026**
 - <https://portal.wiwi.kit.edu/ys/9358>



Examination

- Written processing of a case study (50 %)
- Group presentation of the results (ca. 10 min.) followed by a colloquium (ca. 30 min.) (50 %)



Lecturer & Contents

Dr. Marc Wawerla
Alumni of KIT
Zeiss Group
Member of the Executive Board



- 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 high-tech factory that also produces your glasses
- Case study with realistic settings



Registration & Contacts

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