Digitalization from Product Concept to Production

LECTURE ANNOUNCEMENT
**Information on lecture WS 2024/2025**

**Digitalization from Product Concept to Production**

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**General information**
- 30 participants
- 4 ECTS
- 10 lectures, 1 case study presentation, 1 field trip

**Organizational**
- Lecture language: English
- Lecture takes place Friday, 10-11:30 a.m.
- The lecture is limited regarding the number of participants, an application is therefore necessary:
  - Deadline: 01st September 2024
  - [http://go.wiwi.kit.edu/Zeiss_VL](http://go.wiwi.kit.edu/Zeiss_VL)

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

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**Lecturer & Contents**
Dr. Marc Wawerla

Alumni of KIT

Chief Executive Officer
ZEISS Industrial Quality Solutions

- 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

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**Registration & Contacts**
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