

# Digitalization from Product Concept to Production

## LECTURE ANNOUNCEMENT

# Information on lecture WS 2025/2026

Digitalization from Product Concept to Production



## General information

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



## Lecturer & Contents

Dr. Marc Wawerla

Alumni of KIT

Chief Executive Officer  
*ZEISS Industrial Quality Solutions*



## 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: 01<sup>st</sup> September 2025**
  - [https://go.wiwi.kit.edu/Zeiss\\_VL\\_25](https://go.wiwi.kit.edu/Zeiss_VL_25)

- 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



## Examination

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



## Registration & Contacts

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