



Digitalization from Production to the Customer in the Optical Industry

LECTURE ANNOUNCEMENT

Information on lecture

Winter semester 2022/2023



General information

- 20 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: 15th September 2022**
 - <http://go.wiwi.kit.edu/ZeissVL>

- 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 %)



Contacts

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