The Second Machine Age and Changes in Media

The upcoming lecture series deals with the theoretical as well as the practical approach of strategic thinking and acting in the course of the ‘The Second Machine Age’. The extremely advanced technology as a result of the digitization is a major change for the global industry and a strategic challenge for companies and the theoretical analysis. It is important to understand these trends and their interrelationships and to prepare the students for the future opportunities and risks.

‘The Digitization of just about everything’ does not only shift the company’s strategy but also leads us to the topic of agile management methods and the changes in the media industry.

‘The Second Machine Age’ of Eric Brynjolfsson and Andrew McAfee provides the basis of the lecture in this summer semester 2015. The authors supply us with insights into a world where the information is separated from the medium and therefore has a great impact on the economic relationships.

‘Big Data’ of Viktor Mayer-Schönberger and Kenneth Cukier

Data and their algorithms start to have a big influence on the handling of information in companies and their strategy decisions. The book provides the perfect knowledge.

Topics
1. The Second Machine Age
2. Big Data and Changes
3. Disruptive Technology
4. Mobile and Trends
5. Women in Technology Scene
6. Business Model and Brands

Period of Lecture
13.04. - 18.07.2015
Venue
GEO 47
Medientheater
Raum 0.01
Time of Day
19-21

Klaas Bollhoefer, The unbelievable Machine Company, 04.06.15
Gen Sadakane, EyeEm Creative Director & Co Founder, 18.06.15
Daniela Kirsch, Founder of HelloPlugin Berlin, 16.07.15
Prof. Dr. Thomas Heun, 02.07.15
Christian Grobe, 25.06.15

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