

EM1F5M82

Program

PGE
PGE 3A - International and European Business (IEB)

UE

Digital strategy

Semester

B

Discipline

Strategy

Contact hours

20 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator

Marcin Bartosiak 

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Marcin BARTOSIAK	marcin.bartosiak@unipv.it	20 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

Description

The last decades have been characterized by the fast development and dispersion of digital technology. The course covers concepts and theories of digitalization and gives a broad introduction to the field. Digitalization has an impact on different levels, affecting structures and the strategies of the organization, their ability to respond to external stimuli, the interactions with the stakeholders, and the definition of the value proposition. The course will deepen the student's comprehension of the digital transformation that is pervading society. Therefore, the course will examine the process that contributes to the transitions to a digital society and economy.

The digitalization of business activities is also enabling organizations to collect and store a large quantity of data. Therefore, the course will provide theoretical and practical notions to understand the importance and relevance of data in digital transformation. Moreover, students will learn to extract value from the data and have an overview of how data could be interpreted to solve a variety of real-life problems.

The course is designed to be practically theoretical. We will cover enough theory to develop a frame of reference on which to build practical skills. In parallel, through exercises and case studies, we will internalize theoretical concepts and reinforce our theoretical understanding.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises
- Case studies/texts

Interaction

- Discussions/debates
- Games (educational, role play, simulation)

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **identify** examples of digital information and digital transformation
 - - (level 2) **distinguish** digitization from digitalization
 - - (level 3) **apply** relevant research results from various academic fields to inquire into issues concerning digitalization
 - - (level 4) **analyze** value-creation from digital data streams
 - - (level 5) **assess** the importance and consequences of the digitalization for individuals, organisations, and society
 - - (level 6) **formulate** the requirements of digital products
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

1. Introduction to the digital revolution. The main pillars of digitalization. (2h)
2. Digitalization transformation and their impact on societies and organizations. (2h)
 - o Case study - Smalls Sliders: The Composable Restaurant Franchise
3. The role of data in digital transformation. (2h)

4. Building value with digital data streams. (2h)
 - o Case study - Zoorate: Certifying Online Consumers Reviews to Create Value
 5. Competing in digital environments. (2h)
 - o Case study - Kenzi: Facing Bankruptcy and Surviving the Pandemic
 6. Preparing for digitalization (tools and best practices). (4h)
 - o Lego communication game
 7. Decision-making and behavior design in digital environments. (2h)
 8. The Dark side of digital transformation. (2h)
 - o Case study - Online Education - No Revolution?
 9. Summary and final evaluation (2h)
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No prerequisite has been provided

Knowledge in / Key concepts to master

There are no pre-requisites for the course. Knowledge of Management Information Systems concepts is useful but not required.

Teaching material

Mandatory tools for the course

No items in this list have been checked.

Documents in all formats

- Case studies/texts

Moodle platform

- Upload of class documents

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Required readings:

- Westerman, G., Bonnet, D., & McAfee, A. (2014). The nine elements of digital transformation. MIT Sloan

Management Review, 55(3), 1-6.

- Kane, G. C., Palmer, D., Phillips, A. N., Kiron, D., & Buckley, N. (2015). Strategy, not technology, drives digital transformation. MIT Sloan Management Review and Deloitte University Press, 14(1-25).
- Matt, C., Hess, T., & Benlian, A. (2015). Digital transformation strategies. Business & information systems engineering, 57(5), 339-343.
- Piccoli, G., Rodriguez, J. A., Palese, B., & Bartosiak, M. (2017). The Dark Side of Digital Transformation: The Case of Information Systems Education. In ICIS 2017 Proceedings.

Case studies:

- G. Piccoli - Smalls Sliders: The Composable Restaurant Franchise (handout)
- M. Bartosiak, F. Pigni, G. Piccoli - Zoorate: Certifying Online Consumers Reviews to Create Value (handout)
- J. Rodriguez - Kenzi: Facing Bankruptcy and Surviving the Pandemic (handout)
- F. Pigni - Online Education - No Revolution? (handout)

Additional literature

Optional readings

- Rogers, David L. (2016). The digital transformation playbook: Rethink your business for the digital age. Columbia University Press.
- Marr, B. (2017). Data strategy: How to profit from a world of big data, analytics and the internet of things. Kogan Page Publishers.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

No reading material has been provided.

Assessment

List of assessment methods

Final evaluation Last class

Written (2 Min.) / Individual / English / Weight : 100 %

Details : -

This evaluation is used to measure LO1.1, LO1.2, LO1.3, LO2.3