

# EM1F5M83

## Program

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

## UE

Digital strategy

## Semester

B

## Discipline

Information systems management

## Contact hours

20 H

## Number of spots

45

## Open to visitors

Yes

## Language



## Coordinator

Benoit Aubert 

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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Benoit AUBERT	<a href="mailto:benoit.aubert@hec.ca">benoit.aubert@hec.ca</a>	20 h

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### 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 understand state-of-the-art management concepts and tools and use them appropriately.

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

Students will participate in a decision-making process in a critical way.

**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

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### Description

The pervasiveness of information systems and Internet in all aspects of human society amplifies the role played by digital technologies in business and organizations. As a matter of fact, an increasing number of companies have embraced a digital transformation program in order to adapt and react to these rapid changes in the economy, but also to be more prospective and anticipate the next threats or opportunities. Issues such as disruptive technologies, e-business models, collaboration 2.0, social networks, represent important knowledge for managers. Therefore, as a future (top) manager, you need to better understand what models and tools exist to better evaluate and implement their value for your company.

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### Teaching methods

#### Face-to-face

- Lectures
- E-learning
- Other :

### In group

- Exercises
- Oral presentations
- Projects

### Interaction

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

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Identify** market changes that can be addressed through information systems.
  - - (level 2) **Discuss** business models that respond to current market challenges in digitilisation.
  - - (level 3) **Choose** business models that respond to challenges in digitalization.
  - - (level 4) **Analyze** advantages and disadvantages of tools for certain business cases.
  - - (level 5) **Assemble** models that can provide benefits for the future.
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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**

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## Outline

Session 1/2: Review of syllabus; Definition of digital business models

Session 3/4: Invited Company: Deloitte on Emerging Business Models in the Financial Services Industry

Session 5/6: Infonomics: The value of data

Session 7/8: Disruptive Innovations: Distributed Ledger Technology

Session 9/10: Knowledge Management, Artificial Intelligence, & Big Data

Session 11/12: Outlook on New Models and Tools

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## **No prerequisite has been provided**

### Knowledge in / Key concepts to master

Knowledge on digital market developments and tools.

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## **Teaching material**

### Mandatory tools for the course

- Computer
- Other :

### Documents in all formats

- Newspaper articles
- Case studies/texts

### Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments

### Software

**No items in this list have been checked.**

### Additional electronic platforms

**No items in this list have been checked.**

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## **Recommended reading**

Main reading material

George Westerman, Didier Bonnet, Andrew McAfee, Leading Digital: Turning Technology into Business Transformation, HBR Press, 2014.

Geoffrey G. Parker, Marshall W. Van Alstyne, Sangeet Paul Choudary: Platform Revolution: How Networked Markets Are Transforming the Economy - and How to Make Them Work for You, 2016.

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Additional literature

Journals, magazines:

Harvard Business Review, Journal of Strategic Information Systems, Management Information Systems Quarterly, CIO Magazine, Information and Management, Information Technology and Management, Journal of Electronic Commerce,

etc.

(+) Most newspapers also have an online section about "Technology" (Times, The Economist, Le Monde, NY Times, Die Zeit, etc.)

Websites:

[www.cio.com](http://www.cio.com)

[www.computerweekly.com](http://www.computerweekly.com)

[www.wired.com](http://www.wired.com)

<http://www.journaldunet.com/> (French)

<http://news.zdnet.com/>

<http://www.businessweek.com/>

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## **EM Research: Be sure to mobilize at least one resource**

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

Grove, H., Clouse, M., Schaffner, L., & Xu, T. (2020). Monitoring AI progress for corporate governance. *Journal of Governance & Regulation*, 9(1), 8-17. <http://doi.org/10.22495/jgrv9i1art1>

Available from:

[https://www.researchgate.net/publication/339513855\\_Monitoring\\_AI\\_progress\\_for\\_corporate\\_governance](https://www.researchgate.net/publication/339513855_Monitoring_AI_progress_for_corporate_governance) [accessed Aug 19 2020].

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## **Assessment**

### **List of assessment methods**

**Intermediate assessment / continuous assessment 1**Other (date, pop quiz, etc.) : other

Written (15 Min.) / Individual / English / Weight : 40 %

**Details :** Each session starts with a short quiz in moodle revisiting the content of the previous session as well as posing questions on the prepared material of the class of the day. Unexcused absences result in a reduction of 1 pt of the final grade. Excused absences can be compensated through bonus questions from quizzes of other sessions.

**This evaluation is used to measure L01.1, L01.2, L02.2**

**Intermediate assessment / continuous assessment 2**Other (date, pop quiz, etc.) : other

Written and oral (30 Min.) / Group / English / Weight : 60 %

**Details :** Groups of minimum of 2 students present their results of an ongoing course project at every session. The presentation must be made available to the class 2 days before the session.

**This evaluation is used to measure L01.1, L01.2, L02.2**