

# IS and business models for digital businesses

**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

## ECTS

5

## Open to visitors

Yes

## Language



## Coordinator

Laura GEORG SCHAFFNER



## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Laura GEORG SCHAFFNER	<a href="mailto:laura.g.schaffner@em-strasbourg.eu">laura.g.schaffner@em-strasbourg.eu</a>	20 h

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## Pedagogical contribution of the course to the program

### **Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management**

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

Design solutions adapted to organizational problems by applying relevant methodologies

### **Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable**

Co-build a managerial and organizational culture through collaborations and team projects

Recommend decision making by taking a critical approach to driving change in organizations

Adopt a responsible leadership posture by being an actor in its own development and that of its teams

### **Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable**

Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice

### **Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"**

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

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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, new ways of collaboration, 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

### 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 4) **Analyze** advantages and disadvantages of tools for certain business cases.
  - - (level 5) **Assemble** models that can provide benefits for the future.
  - - (level 6) **incorporate** business models that respond to challenges in digitalization.
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### Affective domain

Upon completion of this course, students should be able to

- - (level 5) **exemplify** business models that respond to current market challenges in digitilisation.
  - - (level 5) **internalize** market changes that can be addressed through information systems.
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## **Outline**

Session 1/2: Review of syllabus; Definition of digital business models  
Session 3/4: Invited Company on Emerging Business Models in Industry  
Session 5/6: Infonomics: The value of data  
Session 7/8: Knowledge Management, Artificial Intelligence, & Big Data  
Session 9/10: 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)

## **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** Class no. 2,3,4,5

Written (15 Min.) / Individual / English / Weight : 50 %

**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 ILO1.2-PGE, ILO1.3-PGE, ILO3.1-PGE**

#### **Intermediate assessment / continuous assessment 2** Class no. 2,3,4,5

Written and oral (30 Min.) / Group / English / Weight : 50 %

**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. Questions following the presentation will be asked by fellow students and the lecturer.

**This evaluation is used to measure ILO1.1-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO4.1-PGE, ILO4.2-PGE**