

Digital Transformation of Organizations and Markets (2 ECTS)

Introduction

Today, (almost) every organizational process is digitalized and generates or uses data. Consequently, as a manager, you will need to take an active role in decision making about and managing digital technologies; in other words, you will need to understand digital technologies, understand their impact on business, and be able to manage and deploy digital technologies.

Objectives

Upon completing this course, you will be able to:

- Appreciate the influence of increasing digital density on business and society,
- Take an active part in digital (and technological) decision making processes,
- Identify and select appropriate digital technologies to solve business problems,
- Understand and apply fundamental concepts related to developing and implementing digital technologies, and
- Describe and address the challenges managers face in protecting and securing information systems.

Content

This course is divided into major three parts: (1) Evaluating and selecting digital technologies (2) implementing and adopting digital technologies, and (3) examining unintended effects of digital technologies. Throughout the course, we will use cases, simulations, and other activities.

Evaluation

SE2 (Presentations/writing work): 50%

SE4 (Class participation): 50%

Competences

Basic

CB6. Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB7. The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB10. Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General

CG1. Expose and discuss business situations rigorously and effectively, using both formal and informal procedures, and providing relevant data to support their observations and conclusions.

CG2. Identify, address, and resolve interpersonal conflicts promptly and deeply without damaging the personal relationship, both within the organization and in its immediate environment of stakeholders (shareholders, customers, suppliers, etc.)

CG3. Work as a team within multicultural business environments, inspiring the trust of colleagues and collaborators, their commitment to achieving objectives, and the delegation of tasks and decisions.

CG4. Understand and apply the mechanisms that generate an environment of collaboration, communication, and trust between the members of a team or organization.

CG7. Effectively distinguish and categorize relevant information for business decision-making.

Specific

CE01. Apply a structured and rigorous process of analyzing business situations that integrates all the business dimensions (personal, strategic, financial, etc.) and concludes with a reasonable and feasible action plan.