Fakultät für Informatik
Facoltà di Scienze e Tecnologie informatiche
Faculty of Computer Science

COURSE DESCRIPTION – ACADEMIC YEAR 2020/2021

Course title	**Introduction to Digital Business, Strategy and Management**
Course code	76407
Scientific sector	SECS-P/08
Degree	Bachelor in Informatics and Management of Digital Business (L-31)
Semester	1+2
Year	2
Credits	10
Modular	Yes

Total lecturing hours	70
Total lab hours	--
Attendance	Highly suggested, but not required.
Prerequisites	
Course page	https://ole.unibz.it/

Specific educational objectives	The course belongs to the type "attività formative affini o integrative".
	The main objectives of the course are: (1) to provide an overview of selective areas of activity within the strategic management of digital transformation, and (2) to demonstrate that successful digital businesses are subject to continuous change processes with constant renewal and innovation.
	The philosophy of the course will be to integrate real world understandings with those more theoretical ideas found in the academic literature, and to use key analytical templates to throw light on the practice and experience of organizing and managing for digital business. As such, it is aimed to provide a general overview of scientific contents as well as for acquiring professional skills and knowledge through the analysis of real-life business cases.

Module 1	**Strategic Management and Digital Business**
Module code	76407A
Module scientific sector	SECS-P/08
Lecturer	Sascha Kraus (Prof. Dr. Dr.)
Contact	sascha.kraus@unibz.it
Scientific sector of lecturer	SECS-P/08
Teaching language	German
Office hours	On the lecture day, between lecture and tutorial, upon pre-arrangement by email.
Lecturing assistant (if any)	--
Contact LA	--
Office hours LA	--
Credits	5
Lecturing hours	35
Lab hours	--
List of topics	List of covered topics: • Introduction to Business/Management • Introduction to Digital Business

	• Introduction to Strategic Management • Corporate Strategy and Digitalization • Digital Transformation • Digital Business Models/Sharing Economy Detailed description: In recent years, advancements in ICT have had a massive impact on the way that business operates, creating a huge number of new challenges and opportunities for organizations. New emerging digital technologies have become important factors that enable new types of products and services as well as new forms of business models. With the advent of the Internet and the ubiquity of mobile devices, new business models are emerging that use data to personalize the user experience and deliver services that take into account individual preferences based on personal data. Digital technology is becoming increasingly business critical the deeper it is embedded in the organization, and it becomes increasingly clear that without new business models, companies cannot remain competitive. To understand this emerging digital business environment better, this course will offer a broad range of topics ranging from the definitions and foundational concepts of Business, Management and Corporate Strategy in general over to more digitalization-oriented concepts within Management, such as e.g. Business Model Innovation, Digital Entrepreneurship, Digital Leadership, Digital Marketing, Digital Disruption, Digital Transformation, Managing Technology Innovation, or the Sharing Economy. By undertaking this course, you will acquire the basis strategic and digital skills for acting entrepreneurially in a digitizing world.
Teaching format	Frontal lectures, readings, discussions, case studies/group work

Module 2	**Change Management**
Module code	76407A
Module scientific sector	SECS-P/08
Lecturer	Ivan Miroshnychenko (Dr.)
Contact	ivan.miroshnychenko@unibz.it
Scientific sector of lecturer	SECS-P/08
Teaching language	English
Office hours	On the lecture day, between lecture and tutorial, upon pre-arrangement by email.
Lecturing assistant (if any)	
Contact LA	--
Office hours LA	--
Credits	5
Lecturing hours	35
Lab hours	--
List of topics	List of covered topics: • Organization Processes • Business Modelling • Corporate Entrepreneurship and Strategic Renewal • Designing Change Processes

	• Management of Change • ICT and Change Detailed description: In the past few years, digital technologies have challenged existing businesses, and increasingly do so. One of the key driving forces of the ongoing transformation of whole markets is the capacity of a business to change, and the digitalization of IT certainly plays a vital role in this process. The study of Digital Business is about that change and adaption you see in many maturity models: the converged – or fully connected/integrated – changes. From a sheer technology perspective, it goes beyond the famous third platform, and the evolutions we are witnessing today (cloud computing, the Internet of Things, mobile business, Big Data etc.) are constantly disrupting existing business processes and models. This course offers an opportunity for students to learn and apply principles, tools, and methods to successfully implement an organizational change in a digital environment. The use of multiple perspectives to assess organizational performance ensures that students are not trapped by a potential "one-best-way" approach to Change Management. Topics discussed in this course include: strategies to design, implement, communicate and sustain change processes and models; techniques for mapping and assessing when and where change is needed in an organization; organizational development techniques; as well as barriers and enablers to fostering an environment conducive to change.p
Teaching format	Frontal lectures, readings, discussions, case studies/group work

Learning outcomes	Knowledge and understanding: • D1.15 - Know the basic concepts of organization and management of enterprises and economic units. • D.1.18 - Understand the interdisciplinary approach to IT projects that takes into account technical foundations, business needs, social and dynamic aspects and the regulatory framework. Applying knowledge and understanding: • D2.3 - Ability to analyze business problems and to develop proposals for solutions with the help of IT tools. • D2.4 - Ability to formalize and to analyze procedures and operational processes, to recognize and use optimization potentials. • D2.6 - Ability to design, describe and present IT solutions to policy makers. • D2.9 - Ability to support the management of IT departments and software companies by providing information as needed. Making judgments • D3.3 - Ability to compare and evaluate different IT solutions based on their technical characteristics and key business figures. Communication skills

	• D4.2 - Ability to use modern means of communication also for remote interactions. • D4.3 - Ability to negotiate with people with different professional experiences the definition and requirements of corporate information systems. Learning skills • D5.2 - Learning ability to carry out strategic and IT project activities in corporate communities, also distributed.

Assessment	M1 ("Strategic Management and Digital Business"): • Midterm: Oral presentation + Discussion of a case study at the end of semester 1 – 50 % M2 ("Change Management"): • Written final exam at the end of semester 2 – 50 % Students who do not pass the Midterm at the end of the 1st module or do not participate in it, will have to take also this part during the final exam at the end of the 2nd module. Modalities for non-attending students: Written case study exam for M1 and written final exam for M2.
Assessment language	German (M1) and English (M2)
Assessment Typology	Collegial
Evaluation criteria and criteria for awarding marks	Basic knowledge of central definitions and terms in connection with important theories, concepts and methods of business administration and the application of basic methods, instruments and tools Relevant for assessment 1: ability to work in a team, creativity, skills in critical thinking, ability to summarize, evaluate, and establish relationships between topics. Relevant for assessment 2: clarity of answers based on the knowledge provided in readings, textbooks and slides, ability to summarize, evaluate, and establish relationships between topics, ability to critically analyze change management issues.

Required readings	A list of required readings will be made available online or linked to. Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it
Supplementary readings	A list of further readings/articles may be distributed in class.
Software used	Standard software only.