

Digitalization (EM1F5M82)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Digital strategy : 15 ECTS. <ul style="list-style-type: none">● PGE 3A - International and European Business (IEB)
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (4 ECTS)
Available places	45

Coordinator

Laura GEORG SCHAFFNER

Lecturers

Instructor	Population	Email
Laura GEORG SCHAFFNER		laura.g.schaffner@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

"If a board is not bothered about digital, I would sell your shares in that company!" Brian McBride, Chairman, Asos (Korn/Ferry Institute 2013).

At the 2016 World Economic Forum meeting in Davos, Switzerland, some influential leaders advocated the need to develop a digital mind which understands the potential, the disruptive nature, and the risks associated with the use of digital data. They stressed that a company's ability to harness digital data can drive profitability, offer critical insights, and open new business opportunities. For 2017, 735 board members and executives voted the speed of disruptive innovation as the fourth highest risk for their business. (Amato, 2016) Peter Montagnon, Associate Director of the Institute of Business Ethics, observed that a major role of a board is to allocate capital, but how can directors fulfill this role if they do not fully understand the implications of the digital economy? Rather than treating digital knowledge as a specialist skill, he argued that it is a skill that must be developed by all directors (Heimer and Valeur 2016).

The course will cover means to assess the value of information to organisations, the history of information systems and their current meaning for e-Marketing such as for the Marketing Mix or Positioning.

Educational organisation

In class

Lectures

Presentations

In groups

Projects

Oral presentations

Interaction

Discussions / debates

Assignments

Readings

Learning outcomes

Upon completion of this course, students should be able to :

- **Recognize** the role played by digital transformation in different industries
- **Describe** the challenges posed by digital transformation in organizations
- **Prepare** recommendations on digital transformation implementation
- **Analyze** the impacts of information systems on management and strategy

Outline

Session 1: Review of syllabus; Definition of information systems ; Technological phases

Session 2: Impacts of IS on industries; Digital transformation Emergence of new professions

Session 3/4: Some strategic frameworks / tools ; IS impacts on these strategic frameworks

Session 5: invited company: Digitilization in the Reinsurance industry: Swiss Re

Session 6: Case Study: Digital Transformation Project eCAC40
Session 7: E-Marketing: Change of Marketing Tools: Marketing Mix, Positioning
Session 8/9: Student Project Presentations
Session 10: Outlook on new economies (Industry 4.0, DLT)

Prerequisites

Key concepts to understand :

Basic concepts in Marketing.

Knowledge of :

Knowledge of information systems architecture and infrastructure advantageous.

Teaching material

Documents in all formats

- Syllabus

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

Erik Brynjolfsson, Andrew McAfee, The Second Machine Age, W. W. Norton & Company, 2014.
Kenneth C. Laudon, Jane P. Laudon, Management Information Systems: Managing the Digital Firm, 13th edition, Editor: Pearson Education, 2013.

Further reading :

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

www.computerweekly.com

www.wired.com

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

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

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

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : session n°2,3,4,5,6

written (15 min) / individual / English / weighting : 40%

additional information : 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 serves to measure LO1.1, LO1.2, LO1.3, LO2.3

Intermediate evaluation / continuous assessment 2 : session n°2,3,4,5,6

written + oral (30 min) / in group / English / weighting : 60%

additional information : 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 through moodle 2 days before the session.

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.3

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.