

Digitalization (EM1F5M82)

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| Program | PGE |
| Course set (UE) / Credits (ECTS) / Track / Specialization | Module :Digital strategy : 15 ECTS. <ul style="list-style-type: none">● PGE 3A - International and European Business (IEB) |
| Discipline | Sales and Marketing |
| Year | 2020 |
| Semester | B |
| Open for visitors | yes (4 ECTS) |
| Available spots | 45 |

Coordinator

Laura GEORG SCHAFFNER

Lecturers

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

Course format

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| 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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes 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 implement appropriate methodologies to develop appropriate solutions for business issues.

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

Students will work collaboratively in a team.

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

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

In groups

Projects

Oral presentations

Interaction

Discussions / debates

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 1/2: Review of syllabus; Definition of information systems ; Technological phases

Session 3/4: Impacts of IS on industries; Digital Transformation; Emergence of New Professions; Strategic Frameworks and Tools

Session 5/6: Digital Platforms & Infrastructures; Digital Project Management

Session 7/8: Cyber Risk Management

Session 9/10: Invited Company: Digitilization in the Reinsurance industry: Swiss Re

Session 11/12: Ethics in the Digital World; Outlook on new economies (Industry 4.0, DLT)

Prerequisites

Key concepts to understand :

Knowledge of :

Knowledge of information systems architecture and infrastructure advantageous.

Basic concepts in Strategy & Management.

Teaching material

Documents in all formats

- Syllabus
- Newspaper articles
- Case studies

Software

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

Recommended reading

Major works :

Erik Brynjolfsson, Andrew McAfee, The Second Machine Age, W. W. Norton & Company, 2014.

Douglas B. Laney, Infonomics: How to Monetize, Manage, and Measure Information as an Asset for Competitive Advantage, 2017.

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 :

Grove, H., Clouse, M., & Schaffner, L. G. (2018). Digitalization impacts on corporate governance. Journal of Governance & Regulation, 7(4), 51-63.

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

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.