

# IS and business models for digital businesses (EM1F5M83)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :Digital strategy : 15 ECTS.</b> <ul style="list-style-type: none"><li>• PGE 3A - International and European Business (IEB)</li></ul>
Discipline	Strategy
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

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 understand state-of-the-art management concepts and tools and use them appropriately.

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

Students will participate in a decision-making process in a critical way.

**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

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, collaboration 2.0, 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.

## Educational organisation

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In class

### Lectures

In groups

### Exercises

### Projects

### Oral presentations

Interaction

### Games (educational, role play, simulation)

### Discussions / debates

## Learning outcomes

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

- **Identify** market changes that can be addressed through information systems.
- **Discuss** business models that respond to current market challenges in digitalisation.
- **Choose** business models that respond to challenges in digitalization.
- **Analyze** advantages and disadvantages of tools for certain business cases.
- **Assemble** models that can provide benefits for the future.

## Outline

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Session 1/2: Review of syllabus; Definition of digital business models

Session 3/4: Invited Company: Deloitte on Emerging Business Models in the Financial Services Industry

Session 5/6: Infonomics: The value of data

Session 7/8: Disruptive Innovations: Distributed Ledger Technology

Session 9/10: Knowledge Management, Artificial Intelligence, & Big Data

Session 11/12: Outlook on New Models and Tools

## Prerequisites

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**Key concepts to understand :**

**Knowledge of :**

Knowledge on digital market developments and tools.

## Teaching material

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### Documents in all formats

- Syllabus
- Newspaper articles
- Case studies

### Software

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

## Recommended reading

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**Major works :**

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.

**Further reading :**

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)

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

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

**Research works by EM Strasbourg :**

Grove, H., Clouse, M., Schaffner, L., & Xu, T. (2020). Monitoring AI progress for corporate governance. Journal of Governance & Regulation, 9(1), 8-

## Assessment

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### **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, LO2.2, 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 2 days before the session.

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

## Grounds for expulsion from classes

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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.