

Sílabo

141952 - Business Strategy for Digital Transformation

I. Información general

Nombre del Curso: Business Strategy for Digital Transformation
Código del curso: 141952
Departamento Académico: Administración
Créditos: 2
Horas Teoría: 2
Horas Práctica: 0
Periodo Académico: 2023-01-PRE
Sección: A
Modalidad: Presencial
Idioma: Inglés
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II. Introducción

The course offers the students a space to explore the most important trends and how business are changing.

Also it brings frameworks to use in digital transformation in their actual and future Jobs.

This course is elective and doesn't have prerequisites.

Competences from the general graduate profile

- The course aims to develop:
- Analysis and critical thinking
- Ethics and responsibility in the use of trends and digital transformation
- Application of frameworks in real-life examples.

III. Logro de aprendizaje final del curso

Goal: Graduates will be able to make decisions on the basis of their analytical and critical thinking.

- Learning outcome: Our students solve management problems (cases and exercises applied)

- Learning outcome: Our students will demonstrate critical thinking skills through the application of learning to a real situation (final work)

The students will know how to apply digital transformation and trends in real business situations.

IV. Unidades de aprendizaje

Teaching Unit 1: Trends and frameworks

Logro de Aprendizaje / propósito de la unidad:

This teaching unit is aimed to provide the broad understanding of digital transformation in the context of existing enterprises and newly created companies and bring light on the influences the megatrends such as AI, Cloud Computing, Big Data, Blockchain, Metaverse and others have on the underlying business

strategies. The teaching unit culminates with the applied case study (mid-term exam), where students are asked to critically evaluate selected companies competitive landscape, evaluate its current strategy in terms of digital transformation and make recommendations on their future strategy.

Contenidos:

Trends and frameworks

Teaching Unit 2: Digital Transformation applied by vertical

Logro de Aprendizaje / propósito de la unidad:

Second part of the course is focused on going into detail into the different aspects of digital transformation within the companies and its impact on people, processes, technology and whole business models. In this teaching unit we will focus on practical implications of digital transformation and the course is concluded by students presentations of digital transformation applications in different industries and types of companies.

Contenidos:

Digital Transformation applied by vertical

V. Estrategias Didácticas

- Participatory presentation: Explanation and demonstration of content by teacher with students participation, either through work or questions that students must submit.
- Case Study: Deep Analysis of a fact, issue, or event in order to interpret, generate hypotheses, diagnose and solve it.
- Collaborative work: Students in small groups, exchange information and work until all members have understood and learn through collaboration
- Readings
- Presentations
- Research and peer learning

VI. Sistemas de evaluación

Nombre evaluación	%	Fecha	Criterios	Comentarios
1. Midterm exam	40		Reading comprehension, problem solving, critical thinking and writing.	(Individual)
2. Class Participation	20		Attendance and Participation(in class)	(Individual)



			and case resolution) Analytical and synthetic reasoning, problem solving, oral expression	
3. Final Project	40		Reading comprehension, problem solving, analytical and synthetic reasoning, written and oral expression	(Group)

VII. Cronograma referencial de actividades

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
Semana 1: del 20/03/2023 al 25/03/2023			
• Teaching Unit 1: Trends and frameworks	Course presentation and class discussion.	• Christensen, C., Reynor, M., McDonald R. "What is Disruptive Innovation?" (2015), HBR. Online access: https://hbr.org/2015/12/what-is-disruptive-innovation	• Class Participation
Semana 2: del 27/03/2023 al 01/04/2023			
• Teaching Unit 1: Trends and frameworks	Innovation in Business Models: Business Model Canvas and applied group work on Unicorns	• Business Model Canvas, video resources: https://www.strategyzer.com/canvas/business-model-canvas	• Class Participation
Semana 3 con feriados el jueves 06, viernes 07 y sábado 08: del 03/04/2023 al 08/04/2023			
• Teaching Unit 1: Trends and frameworks	Trends: IA, Big Data, IoT, Cloud Computing, Blockchain. Teacher s presentations on the applied trends and students research project.	• Forrester Predictions Report 2020 • Iansiti, Marco; Lakhani, Karim R. (2020) Competing in the age of AI	• Class Participation
Semana 4: del 10/04/2023 al 15/04/2023			
• Teaching Unit 1: Trends and frameworks	Trends: IA, Big Data, IoT, Cloud Computing, Blockchain. Students presentations on the applied trends.		• Class Participation
Semana 5: del 17/04/2023 al 22/04/2023			
• Teaching Unit 1: Trends and frameworks	Platform Business Models: teacher s and guest speaker s presentation and class discussion.	• Platform Revolution (2016), Chapters 1, 2 and 3 (Videos)	• Class Participation
Semana 6: del 24/04/2023 al 29/04/2023			
• Teaching Unit 1: Trends and frameworks	Digital Transformation Framework: teacher s presentation and applied	• Capgemini Consulting, Digital Transformation: A Roadmap for a	• Class Participation

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	group work	Billion-Dollar Organizations, (2011), Online access: https://www.capgemini.com/wp-content/uploads/2017/07/Digital_Transformation_A_Road-Map_for_Billion-Dollar_Organizations.pdf	
Semana 7: del 01/05/2023 al 06/05/2023			
• Teaching Unit 1: Trends and frameworks	The class on the topic of students selection. The topic will be decided with the group in the previous sessions.		
Semana 8 de exámenes parciales: del 08/05/2023 al 13/05/2023			
	Mid-term exam. Individual case study analysis - individual assignment via Blackboard (asynchronous).		• Midterm exam
Semana 9: del 15/05/2023 al 20/05/2023			
• Teaching Unit 1: Trends and frameworks	Digital Mindset: professor s presentation, individual digital mindset assessment and class discussion.	• McKinsey, Achieving Digital State of Mind, (2016), Podcast. Online access: https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/achieving-a-digital-state-of-mind	• Class Participation
Semana 10: del 22/05/2023 al 27/05/2023			
• Teaching Unit 2: Digital Transformation applied by vertical	Agile Methods of Work: professor s presentation and students research project on most common agile methodologies.	• Agile Manifesto, values and principles (videos) and professor s materials.	
Semana 11: del 29/05/2023 al 03/06/2023			
• Teaching Unit 2: Digital	Digital Product Design: Applied	• WeChat Case Study	• Class Participation

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
Transformation applied by vertical	analysis on the WeChat case study.		
Semana 12: del 05/06/2023 al 10/06/2023			
<ul style="list-style-type: none"> Teaching Unit 2: Digital Transformation applied by vertical 	Digital Transformation in SMEs: guest speaker presentation	<ul style="list-style-type: none"> Bohnsack, Rene; Liesner, Meike Malena (2019) What the Hack? A Growth Hacking Taxonomy and Practical Applications for Firms 	<ul style="list-style-type: none"> Class Participation
Semana 13: del 12/06/2023 al 17/06/2023			
<ul style="list-style-type: none"> Teaching Unit 2: Digital Transformation applied by vertical 	Digital Transformation in Corporations: Three Box Solution Framework. Professor s presentation and group work on applied case study.	<ul style="list-style-type: none"> Summary of The Three Box Solution by Vijay Govindarajan, Youtube video: https://www.youtube.com/watch?v=wgD2VzFqCaE 	<ul style="list-style-type: none"> Class Participation
Semana 14: del 19/06/2023 al 24/06/2023			
<ul style="list-style-type: none"> Teaching Unit 2: Digital Transformation applied by vertical 	Course Recap and advisory session for students final research projects.	<ul style="list-style-type: none"> Five Building Blocks of Digital Transformation (2020) 	<ul style="list-style-type: none"> Class Participation Final Project
Semana 15 con feriado jueves 29: del 26/06/2023 al 01/07/2023			
<ul style="list-style-type: none"> Teaching Unit 2: Digital Transformation applied by vertical 	Students final project presentations		<ul style="list-style-type: none"> Final Project
Semana 16 de exámenes finales: del 03/07/2023 al 08/07/2023			

VIII. Referencias bibliográficas

Recomendada

- Jace, A (2019). *77 Building Blocks of Digital Transformation: The Digital Capability Model*. : Story Tree FDC.
- Martin, Ch. (2013). *Mobile influence: The new power of the consumer*. : Palgrave Macmillan.
- Mayer-Schonberger, V. (2013). *Big Data: A revolution that will transform how we work, live and think*. : .
- Parker, G. (2016). *Platform Revolution*. : W. W. Norton Company.
- Rogers, D. (2016). *Digital Transformation Playbook*. : OReilly Media.
- Siebel, T. (2019). *Digital Transformation: Survive and Thrive in an Era of Mass Extinction*. : Rosetta Books.