

XAVIER INSTITUTE OF MANAGEMENT, BHUBANESWAR
XIM University

Digital Transformation of Business	3 Credits
Faculty Name	Prof. Bhaskar Basu
Program	1 Year Exe-MBA FT
Academic Year and Term	2024-25, Term 1

1. Course Description:

This is a foundational Information Systems (IS) course aimed at introducing students to the role and implications of IS in business today and what it takes to win in the digital age. It introduces a framework that helps to identify key areas to digitize in organizations, including strategy, core processes, and technology. As an overarching theme, this course examines a range of information technologies, their issues, impacts, and management concerning organizational objectives, and human behaviour. Through this course, students will learn to appreciate and assess existing and emerging technologies affecting businesses, business relationships, and their products and services.

2. Course Content:

The topics that are covered in this course include understanding the role of Information Systems, the relationship between systems, organizations, and strategy, the nature and purpose of information systems, the analysis and improvement of business processes, as well as the emerging trends in IS. The course will also explore contemporary technology-enabled phenomena that are disruptive to the current business landscape and support organizational decision-making. Numerous case studies of organizations that benefit from digital transformation are highlighted concerning customers, employees, processes, technology, and innovation.

3. Course Learning Objectives:

On completion of the course, participants will be able to:

- CLO 1: Understand the role of Information systems in aligning business strategy to organizational objectives
- CLO 2 Appreciate how an enterprise can stay relevant, compete, and perform in the digital economy
- CLO 3: Apply tools to analyse key business processes in enterprises

4. Readings:

No textbook offers a readymade compendium for you. A compilation of exclusive articles, notes, and case studies in the form of a handout will be made available.

References:

- [MIS: Managing the Digital Firm by Laudon & Laudon](#) (e-resource)
- [Digital Transformation Routledge](#) (e-resource)
- Maheshwari, Anup. Digital transformation: Building intelligent enterprises. John Wiley & Sons, 2019.
- Rogers, D. L. The digital transformation playbook: Rethink your business for the digital age. Columbia University Press. 2016
- Dumas, M., La Rosa, M., Mendling, J., & Reijers, H. A. Fundamentals of business process management. 2013
- Ustundag, Alp, and Emre Cevikcan. Industry 4.0: managing the digital transformation. by Springer Nature, 2018.

5. Pedagogy and Students Workload

The pedagogy will include a mix of lectures, assignments, and case pedagogy. The instructor will share the necessary concepts related to the topics and subsequently discuss real-life applications of the concepts through cases distributed beforehand or in the class.

6. Session Plan*

Session	Topic	Readings (Chapter/Pages)
Part 1: Concepts		
1	Introduction: Definitions, sharing course details and expected course deliverables; evaluation parameters	Serial 1-2 (1-21)
2-3	Info Systems in Business Today: The Role of Information Systems, Data vs Information vs Knowledge, Classification of Info Systems	Serial 3/Chapter-1 (23-40)
4-5	Digital Transformation: What is it? Why does it matter? Journey from Digitization to Digital Transformation	Serial 4/Chapter-2 (41-61)
6-7	Info Systems, Organizations, & Strategy: How IS Impacts Organizations & Business Firms, Using IS to Achieve Competitive Advantage	Serial 5/Chapter-3 (63-93)
8	Balanced scorecard: Simulation Exercise	Serial 6/Chapter-4 (95-102)
Part 2: Business Analysis and Modelling		
9-10	Process Modelling: DFD and Use Case	Serial 7/Chapter-5 (103-114)
11-12	Data Modelling: ERD and Class Diagram	Serial 8/Chapter-6 (115-128)

Part 3: Real-life Applications/Case Studies		
13-14	Managing Digital Transformation in the Era of Industry 4.0: Industry 4.0 and its Pillars, AI/ML and Blockchain	Serial 9/Notes (129-152)
15-18	Strategies around Digital Transformation: Customer Centric; Technology Centric; Employee Centric; Process Centric	Serial 10/HBS Cases (153-208)
19	Cyber Risks and Security Aspects	Industry Practitioner
20	Group Presentations and Wrap-up	Serial 11 (209-215)

* Sessions may not be strictly in sequence

7. Evaluation Components*:

Mid-Term online Quiz (lab)	20%
Assignments (Individual)	10%
Case Presentation (Group)	20%
Class Participation	10%
End Term	40%

* May be tweaked based on no. of students registered

8. Academic Discipline and Integrity:

The academic integrity will be strictly adhered to as per the rules and guidelines of the students' manuals of policy of XIM University, Bhubaneswar.