

Digital Transformation

Credits	3
Faculty Name	Dr. Ajit Kumar, Assistant Professor Postdoctoral (Taiwan), Ph.D. (Taiwan), MCA (India), BSc (India) Office Phone: +91-674-6647717 Email: ajit@ximb.ac.in
Program	EMBA – BA
Term and Academic Year	Term 3, Year 2019-2020

Introduction

Every business has begun before the Internet now faces the same challenge – how to transform to compete in a digital economy? The rules of business have changed. The spread of new digital technologies and the rise of new disruptive threats are transforming business models and processes in every industry. The traditional businesses need to rethink their underlying assumptions about customers, competition, data, innovation, and value. Moreover, they should how to (i) harness customer networks, platforms, big data, rapid experimentation, and disruptive business models, and (ii) integrate these into your existing business and organization.

Student Learning Outcomes

- What is Digital Transformation, and why do we need it?
- How to carry out Digital Transformation in an organization?
- Exposure to various tools, techniques, and framework used in Digital Transformation

Reading Material and Reference Books

- Handout provided by the Faculty
- Leading Digital Turning Technology into Business Transformation by George Westerman, Didier Bonnet, Andrew McAfee
- Digital Transformation Now! Guiding the Successful Digitalization of Your Business Model by Daniel R. A. Schallmo, Christopher A. Williams
- The Digital Transformation Playbook: Rethink Your Business for the Digital Age by David L. Rogers

Tentative Session Plan

Session	Module	Study Material	Remark
1-4	Introduction of Digital Transformation <ul style="list-style-type: none"> • What is Digital Mastery? History of Digital Transformation • Digital Transformation of Business Models, Examples Demonstrating the Digital Transformation of Business Models • Existing Approaches, Roadmap for the Digital Transformation of Business Models 	Chapter 1 of the Textbook	Case Study, Exercise, Tools, and Techniques
5-9	Building Digital Capabilities <ul style="list-style-type: none"> • Creating a Compelling Customer Experience, • Exploiting the Power of Core Operations, • Reinventing Business Models • Case Study -1 	Chapter 2-4 of Textbook	Case Study, Exercise, Tools, and Techniques
10-14	<ul style="list-style-type: none"> • Building Leadership Capabilities • Crafting Your Digital Vision • Engaging the Organization at Scale • Governing the Transformation 	Chapter 5-8 of Textbook	Case Study, Exercise,

	<ul style="list-style-type: none"> • Building Technology Leadership Capabilities • Case Study -2 		Tools, and Techniques
14-19	A Leader’s Playbook for Digital Transformation <ul style="list-style-type: none"> • Framing the Digital Challenge • Focusing Investment • Mobilizing the Organization • Sustaining the Digital Transformation • Case Study -3 	Chapter 9-12 of Textbook	Case Study, Exercise, Tools, and Techniques
20	Wrap-up of the course	-	-

Evaluation Plan

- Class Tests: 20%
- Class Participation: 20%
- Assignment: 20%
- End-term: 40%

Academic Integrity

- **Attendance:** You will be marked ABSENT if you are not present in the classroom at the time of attendance. The attendance policy of the school will be enforced.
- **Class participation:** You are supposed to take part in the class discussion wholeheartedly.
- **Plagiarism:** Zero tolerance if any plagiarism is detected in the assignment and individual project. You will be awarded ZERO if plagiarism is detected in your assignment.
- **Assignment and project submission dates:** Students should adhere to the deadlines for assignment submission. I will entertain no reason if you miss the deadline.
- **Content of the course:** The faculty may modify the course outline/evaluation composition at his discretion during the course.