

MBPC3018 MANAGING DIGITAL INNOVATION AND TRANSFORMATION (3-0-0)

Course Objectives:

1. Understand the core domains of digital transformation and their significance for organizational change.
2. Learn to classify digital transformations and develop strategies for business model evolution, data management, social media utilization, and cloud computing adoption.
3. Develop skills to leverage social media effectively by setting goals, defining tactics, and conducting gap analysis for implementation.
4. Address challenges in ongoing digital transformations, manage employee transitions, and develop comprehensive company-wide digital strategies.

Module-I:

Introduction to Digital Transformations: The five domains of digital transformations – customer, competition, data, innovation, and value, Harness customer networks, turn data into assets, adapt value proposition

Module-II:

Classification of Digital Transformations: Business Model, product development, data, processes, knowledge, self-service, and organizational culture; Social Media Transformation: understand requirements, document goals, objective and social media tactics, establish potential future state operating model, gap analysis and recommendations.

Module-III:

Building digital capabilities: challenges ongoing digital, handling employee during digital transformations, developing companywide strategy; Digital transformations in the space of cloud computing: prepare and drive digital transformations.

Course Outcomes:

- CO-1: Gain strategic insights into digital transformation domains to align organizational goals effectively.
- CO-2: Develop targeted strategies for various digital transformation areas to drive organizational change
- CO-3: Master social media utilization for business transformation, from goal setting to implementation.
- CO-4: Acquire skills to manage ongoing digital transformations and develop comprehensive digital strategies for organizational success.

Books:

- Herbert, Lindsay; Digital Transformation : Build your organization's Future for the Innovation Age, Bloomsbury Publication, 2017
- Venkatraman,V;TheDigitalMatrix:Newrulesforbusinesstransformationthrough technology; Lifetree Media Ltd, 2017
- Velte,A.T;Velte,T.J;andElsenpeter,R;CloudComputing:APracticalApproach, Mcgraw Hill Education (India) Private Limited,2017 (23rd reprint)
- Rogers, David, The Digital Transformation Playbook–Rethink your Business for the Digital Age (Columbia Business School Publishing),2016.
- Westerman,G; Bonnet, D; and McAfee, A; Leading Digital:Turning Technology into Business Transformation; Harvard Business Review Press, 2014.
- Srinivasan.J,andSuresh.J,CloudComputing:APracticalApproachforlearningand implementation, Pearson Publication, 2014.