

## DIGITAL TRANSFORMATION AND GLOBAL STRATEGY

<b>Course code</b>	GRAL002
<b>Level of studies</b>	Graduate
<b>Number of credits</b>	6; 36 hours of class work, 124 hours of self-study,
<b>Course coordinator (title and name)</b>	Dr. Nasar um Minullah, nasmin@faculty.ism.lt
<b>Prerequisites</b>	Undergraduate diploma
<b>Language of instruction</b>	English

### THE AIM OF THE COURSE:

Digitalization is a megatrend responsible for restructuring organizations and redefining industries. This course gives an opportunity to students to learn advanced concepts about digital transformation and strategy. Students will be able to understand the transition from analog to digital age by learning how advancement in digital technologies have transformed the understanding of organizations about customers, competition, data, innovation and value proposition. The understanding of fundamental pillars of digital transformation will help students to navigate through the changes it has brought to various industries.

Students are familiarized with the economic foundations and managerial implications of multi-sided platforms and business/innovation ecosystems. In a world increasingly characterized by digitalization, these forms of organizing economic value creation have become a pivotal element of modern strategizing and business innovation. Based on the empirical insights from academic research, students are taught different digital strategies adopted by organizations and how it enables them to thrive in a constantly changing technological environment. Students will also be able to understand classical strategy frameworks and their evolution into the digital world.

Furthermore, a deeper understanding of agile methodologies serving as means to achieve digital transformation will also be developed via a Scrum Workshop. The students will learn managerial perspectives for digital product development by working on a hands-on product development project. It will also provide them with essential knowledge to further achieve professional certifications in Scrum and Product Ownership.

### LEARNING OUTCOMES

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Ability to directly transfer their knowledge to practice: Students learn about digital transformation in general and apply the knowledge to the selected company in particular (as part of the course project)	Lectures and study of course textbook and articles	Group project
CLO2. Ability to analyze micro (market) and macro environments, implement an industry analysis and be able to apply strategic evaluation tools to understand business environment.	Lectures, Class discussions, group activities, self-study	Group project
CLO3. To be able to develop a digital strategy for the company, assess digital risks and defend the proposed recommendations.	Lectures, presentations, group work	Group project, Written Exam
CLO4. Ability to work in and lead a team virtually and in-person, to present work results in written or oral form, to be able to argue decisions.	Lectures, workshop, presentations, group work	Class Participation, Written Exam
CLO5. Develop personal and professional abilities, critical thinking, and creativity.	Case studies, discussions, group and individual work	Class Participation, Written Exam, Group Project

### ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

## COURSE OUTLINE

Topic	In-class hours (Theory and Practice)	Readings
<b>Course Introduction:</b> <ul style="list-style-type: none"> <li>Digital Transformation and Strategy under different contexts</li> </ul> <b>Fundamental concepts of management:</b> <ul style="list-style-type: none"> <li>Planning</li> <li>Organizing</li> <li>Controlling</li> <li>Leading</li> </ul>	3	Module 1: Introduction to Management (Lumen Open Learning Resource, 2022)
<b>The Planning Process</b> <ul style="list-style-type: none"> <li>Strategy</li> <li>Porter's 5 Forces</li> <li>Porter's Generic Strategies</li> <li>Strategic Management Process</li> </ul> <b>Global Strategy</b> <ul style="list-style-type: none"> <li>Framework for International Management</li> </ul>	3	1. Module 3: Planning and Mission (Lumen Open Learning Resource, 2022) 2. Module 4: Environments and Strategic Management (Lumen Open Learning Resource, 2022) 3. Go Global – or No?. Case Study
<b>Digital Transformation Strategic Pillars</b> <ul style="list-style-type: none"> <li>Customers</li> <li>Competition</li> <li>Data</li> <li>Innovation</li> <li>Value</li> </ul> <b>Disruptive Business Models</b>	6	The Digital Transformation Playbook (Rogers, 2016)
<b>Digital Strategy</b> <ul style="list-style-type: none"> <li>Customer Engagement Strategy</li> <li>Digitized Solutions Strategy</li> <li>Operational Backbone</li> </ul>	3	1- Ross et. Al. (2017) How to Develop a Great Digital Strategy 2- Li et. al. (2021) Digitalization of Foton Motor, Case Study.
<b>Multisided Platforms (MSP) and Strategy</b> <ul style="list-style-type: none"> <li>The transition from Products to Platforms</li> <li>MSP Scaling</li> <li>Ecosystems</li> </ul>	3	1. Van Alstyne et. al. (2016): Pipelines, Platforms, and the New Rules of Strategy. 2. Zhu et. al. (2016) "Products to Platforms: Making the Leap.".
<b>Organizational Agility as a Key Driver of Digital Transformation: A Workshop on Agile Scrum</b>	6	1- Mahadevan (2017) ING's agile transformation 2- Schwaber and Sutherland (2020) The Definitive Guide to Scrum: The Rules of the Game 3- Kupp et. al. (2013) Team WIKISPEED: Developing Hardware the Software Way. Case Study
<ul style="list-style-type: none"> <li><b>Project Presentations</b></li> <li><b>Course wrap-up</b></li> </ul>	3	Retrospectives and course wrap-up
	<b>Total: 27 hours</b>	

## FINAL GRADE COMPOSITION

Type of assignment	Self-study hours	% of the total grade
Project Presentation	74	50%
Class Participation & Peer Evaluation	-	10%
Written Exam	50	40%
<b>Total:</b>	<b>124</b>	<b>100</b>

## DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

### Assessment 1. Project Presentation

You will learn about strategic pillars of digital transformation and how it has transformed various industries during this course. Going along the learning journey, you are required to analyze the digital transformation status of a company of your choice and provide recommendations for improvement. You are going to rely on the publicly available information of the company for this consulting project.

Further instructions will be handed out before beginning of the course.

### Assessment 2. Class Participation & Peer Evaluation

Class Participation will be based upon attendance and active participation in class activities such as case discussions. Every member of the group will evaluate each other in the form of Peer Evaluation. The Peer Evaluation form will be distributed during first session of the course.

### Assessment 3. Written Exam (FINAL assessment)

The examination will test your knowledge of the material covered in this unit.

## RETAKE POLICY

**Re-take of the exam.** Assignments cannot be retaken. The exam can be retaken as per ISM policy.

## ADDITIONAL REMARKS

Students are expected to:

- Attend class and engage in discussions.
- Complete the readings before attending the lectures.
- Work constructively in groups

After reading a text you should be able to account for:

- The author's argumentation and viewpoints.
- The structure and composition of the text.

You should also think about:

- How might the issues raised be reflected on real-life situations that you've experienced?
- What do you find interesting, useful or frustrating about the text?
- What would you like to have clarified or explained?
- What are the limitations of the theories, tools and methods that you just learned?

## REQUIRED READINGS

1. Kupp, M., Dahlander, L., Morrow, E. (2013) Team WIKISPEED: Developing Hardware the Software Way, Case Study. Harvard Business Publishing. Available: <https://hbsp.harvard.edu/product/ES1391-PDF-ENG>
2. Kuemmerle W.: Go Global – or No?. Case Study. In: Harvard Business Review. Jun. 2001, pp. 37-41.

3. Li, D., Yang, Z., Li, X. (2021) Digitalization of Foton Motor, Case Study. Harvard Business Publishing. Available: <https://hbsp.harvard.edu/product/TU0125-PDF-ENG>
4. Lumen Open Learning Resource (2022). Principles of Management. Available: <https://courses.lumenlearning.com/suny-principlesmanagement/>
5. Rogers, D. (2016): The Digital Transformation Playbook. New York: Columbia University Press.
6. Ross J.W., Sebastian I.M., Beath C. (2017) How to Develop a Great Digital Strategy. MIT Sloan Management Review. Vol. 58, No. 2.
7. Van Alstyne, M., Parker, G., Choudary, P. (2016): Pipelines, Platforms, and the New Rules of Strategy. Harvard Business Review.
8. Zhu F., (2015) "Competition when platforms attack." Harvard Business Review (Oct 2015): 30-31.
9. Zhu F., Furr N., (2016) "Products to Platforms: Making the Leap." Harvard Business Review 94, no. 4 (April 2016): 72–78

**ADDITIONAL READINGS**

1. Adner R., Kapoor R., (2016) "Right Tech, Wrong Time." Harvard Business Review (Nov 2016) 71(3): 60-68.
2. Gupta, S., (2018) Driving Digital Strategy: A Guide to Reimagining Your Business. Boston: Harvard Business Review Press.
3. Hagiu A., (2014) "Strategic Decisions for Multisided Platforms." Harvard Business Review. 55 (2): 71–80.

The reading materials will be posted on course e-learning platform.