



EMBA-2224-528-Digital Business Transformation		
Name of lecturer(s) & Email Paulo CARDOSO DO AMARAL Tawfik JELASSI pca@ucp.pt tawfik.jelassi@imd.org	Level, Status, Timing Level 3 Compulsory Between 01-02-24 and 03-02-24	ECTS, CH & HW/GW*, Online 3 20 & 66 4
Description of the course unit Today's IT capabilities are revolutionizing processes, organizations, and markets. These technologies are evolving at a dizzying pace and impacting all business sectors and industries. Therefore, in order to survive and thrive in this new digital environment, managers need to comprehend the opportunities and pitfalls in IT and e-business. The focus of this course is on business strategies and management approaches for leveraging digital technologies for value creation and business transformation. The objective is to help you and your organization be among the winners in the new e-world. The course will also expose you to some international best practices in the field through actual case studies, some of which were developed by Prof. Jelassi.		
Course unit Chapters <ul style="list-style-type: none"> • Introduction to the course • The sharing economy and peer-to-peer e-commerce • E-business interaction strategies, information economics and value capturing • Enterprise digital capabilities • Competing through digital technology • Sustaining versus disruptive innovation through IT • Industry incumbents' response to digital disruption IT-enabled innovation and customer centricity • Leadership in the digital age • Course wrap-up 		
Learning outcomes of the course unit The emphasis of the course is to provide business and management perspectives on digital technologies and e-business. At the completion of this course, MBA participants should: <ol style="list-style-type: none"> 1. Gain an in-depth understanding of the importance of IT and e-business in the global competitive posturing of companies; 2. Appreciate the concepts and frameworks that can be used to leverage digital technologies for value creation and business transformation; 3. Be able to identify IT-enabled business opportunities in different industries and sectors; 4. Draw inferences from various applications and case studies related to leveraging digital technologies for business gain; and 5. Have a vision of the future impact of digital technologies on managers, organizations, the economy and society. 		
Learning Activities Each class session will consist of two parts. First, the Professor will give a lecture on the topic of that session. Then after a short break, the class will spend the remainder of the class session analysing the case study assigned to that session. To this effect, the two designated students' teams will: (1) Before the start of the class session to which a given case study is assigned, email the Professor a copy of the PowerPoint slides of the presentation to make in class to answer the two assigned case-study questions, and (2) Present their answers to the case study question assigned to the team (in maximum 5 minutes). Once a team's answer to a given question is presented, the designated "challenging		
Teaching Methods Lecture, Directed Discussion, Case Based Learning		
Learning Objectives (Check Academic Rules & Regulations) <ul style="list-style-type: none"> • Learning Objective 11: Mastery • Learning Objective 12: Mastery • Learning Objective 2.1: Mastery • Learning Objective 2.2: Not Covered • Learning Objective 3.1: Mastery • Learning Objective 3.2: Reinforcement 	Assessment methodology / Students Use of Time and Load Class Participation & Preparation <ul style="list-style-type: none"> • weight 15% • workload estimated = 1 hours • due 03-02-24 Individual Assignment <ul style="list-style-type: none"> • weight 50% • workload estimated = 3 hours • due 03-02-24 Group Assignment <ul style="list-style-type: none"> • weight 35% • workload estimated = 9 hours • due 03-02-24 	
Evaluation scale 0-20		
Contribution to the Sustainable Development Initiative Non Applicable		
Asynchronous Learning Material (Coursera) Digital Transformation (Instructors' own content to be provided on Canvas)		
Readings Required Strategies for e-Business Concepts and Cases on Value Creation and Digital Business Transformation. Tawfik Jelassi, Francisco J. Martinez-López, 2020		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking your Front Office Portal hosted on Canvas.

*CH - Contact Hours, HW - Homework, GW - Group Work

** Learning Objectives are available in the [Lifelong Learner's Handbook](#)