

<b>EMBA-2325-125-Digital Business Transformation</b>		
<b>Name of lecturer(s) &amp; Email</b> Paulo Amaral <a href="mailto:pca@ucp.pt">pca@ucp.pt</a>	<b>Level/Semester, Status, Timing</b> Level 3 Elective course Between 09/01/25 and 11/01/25	<b>ECTS*, CH &amp; SDL**</b> 3 20 70
<b>Description of the course</b> 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.		
<b>Course units</b> <ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• The sharing economy and peer-to-peer e-commerce</li> <li>• E-business interaction strategies, information economics and value capturing</li> <li>• Enterprise digital capabilities</li> <li>• Competing through digital technology</li> <li>• Sustaining versus disruptive innovation through IT</li> <li>• Industry incumbents' response to digital disruption IT-enabled innovation and customer centricity</li> <li>• Leadership in the digital age</li> <li>• Course wrap-up</li> </ul>		
<b>Course Learning Outcomes (CLOs)</b> 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"> <li>1. Gain an in-depth understanding of the importance of IT and e-business in the global competitive posturing of companies;</li> <li>2. Appreciate the concepts and frameworks that can be used to leverage digital technologies for value creation and business transformation;</li> <li>3. Be able to identify IT-enabled business opportunities in different industries and sectors;</li> <li>4. Draw inferences from various applications and case studies related to leveraging digital technologies for business gain;</li> <li>5. Have a vision of the future impact of digital technologies on managers, organizations, the economy and society.</li> </ol>		
<b>Teaching Activities (TAs)</b> Lecture, Interactive Lecture, Directed Discussion, Case Based Learning, Problem-based learning, Project-based learning	<b>Learning Activities (LAs)</b> 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 analyzing 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	
<b>Contribution to Programme Learning Objectives (PLOs)***</b> <ul style="list-style-type: none"> <li>• Learning Objective 1.1: Reinforcement</li> <li>• Learning Objective 1.2: Mastery</li> <li>• Learning Objective 2.1: Mastery</li> <li>• Learning Objective 2.2: Introduction</li> <li>• Learning Objective 3.1: Reinforcement</li> <li>• Learning Objective 3.2: Reinforcement</li> </ul>	<b>Assessment methodology / Learners Use of Time and Load</b> Individual assignment <ul style="list-style-type: none"> <li>• weight 50%</li> <li>• workload estimated = 3 hours</li> <li>• due 26/01/25</li> </ul> Group assignment <ul style="list-style-type: none"> <li>• weight 10 %</li> <li>• workload estimated = 35 hours</li> <li>• due 26/01/25</li> </ul> Class participation and presentation <ul style="list-style-type: none"> <li>• weight 30%</li> <li>• workload estimated = 1 hours</li> <li>• due 26/01/25</li> </ul>	
<b>Evaluation scale</b> 0-20		
<b>Contribution to the Environmental, social and governance (ESG)</b> <b>Course Contribution to ESG:</b> Yes <b>Contact Hours are dedicated to ESG:</b> 2 <b>Contact Hours containing climate solutions for how organisations can reach net zero:</b> 0 <b>Description of contribution:</b> Business model evolution with digital technologies embeds ESG principles.		
<b>Readings</b> <b>Required</b> <ul style="list-style-type: none"> <li>• Strategies for e-Business Concepts and Cases on Value Creation and Digital Business Transformation, Tawfik Jelassi, Francisco J. Martínez-López, 2020</li> </ul>		
<b>Other Learning Material(s)</b> <ul style="list-style-type: none"> <li>• /</li> </ul>		

**Notice:** The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

\*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)

\*\*CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc

\*\*\*PLO - Programme Learning Objectives are available on the curriculum page