



Alejandro Gómez, - Dirección de posicionamiento, Universidad de los Andes.

COURSE SYLLABUS PROPOSAL

DIGITAL TECHNOLOGIES AND BUSINESS STRATEGY

Ramiro Montealegre
University of Colorado – Boulder (USA)

June 4 - June 14
(6:00 pm - 9:00 pm)

June 8
(9:00 am - 12:00 m)



DESCRIPTION

The use and proliferation of digital technologies have created drastic shifts in the way in which organizations buy and sell goods and services, and integrate their supply chain and delivery systems. Digital technologies have also resulted in the fundamental transformations in the structure form, and governance of organizations. This course combines theories and frameworks with practical approaches to provide students with the skills required to help companies identify business opportunities, find appropriate information related technologies, and lead adoption efforts to success. Thus, it is not a technical course; rather, it addresses the question: why and how should these new digital technologies be leveraged to shape and support strategic and entrepreneurial initiatives in the global competitive landscape.



OBJECTIVES

In this course, students will learn what it means to be an information-based organization, and how digital technology-enabled processes to create and capture value for organizations. They will learn where digital technologies are going, where they fit into organizations, and how to govern them. Through case studies, research reports, hands-on exercises, and interactive discussions, participants will learn to:

- Align digital technologies with organizations' business goals, and communicate those goals
- Set business and technology priorities based on those goals
- Apply concepts, tools and techniques to design appropriate digital business models
- Evaluate digital transformation strategies of a business

METHODOLOGY

The course will be based on a series of conferences and case discussions. Case studies are based on actual company situations that give students examples of real management decision opportunities. At the same time, each case study illustrates a set of issues dealing with the uses and impacts of digital technologies. Classes will primarily be discussions of the case study assigned for that day, and the students are expected to have read, thought about, and prepared the case prior to class.

EVALUATION

In-class participation: 30%. Students are expected to attend every class and to participate in the class discussions. Class participation grades are based on two aspects: your attendance in class and your contributions to the class discussions. Contributions to discussions will focus on the quality, not the quantity of the contribution; therefore students who participate often will not necessarily receive a better grade than those who participate less often. One must recognize, however, that there is an art to quality participation that is only learned by trial and error. Therefore, students are encouraged to begin contributing to the discussions early in the course.

As the value of this course stems from class discussion and participation, your attendance at class sessions is critical to learning the material and to enhancing the discussions. Therefore, your participation grade will include your class attendance. If you are unable to attend a class, please call the instructor prior to the class period to let him know. If you must miss a session, you may write and submit a **THREE**-page analysis of the issues discussed in the case and accompanying articles in order to avoid penalizing your participation grade. It is due by the beginning of the next class and no late write-ups will be accepted.

Short assignment: 10%. Throughout the semester you should choose **ONE** case study. For that case, you should write and submit a **ONE**-page analysis of the issues discussed in the case. The aim is for students to provide the professor with a "think piece" that demonstrates deep analysis and thought. Please do **NOT** summarize the facts of the case. Instead, pick one or two topics of the case that interest you and provide a discussion on the analysis that demonstrates a thorough argument. This assignment is due at the beginning of the class period in which the case is discussed. The purpose of the assignment is fourfold: (1) to help you in preparing for each session, (2) to improve your initial class participation, (3) to provide an opportunity for you to review other students' approaches (by using the electronic newsgroup and self-review after class), and (4) to provide me with an opportunity to monitor and grade your day-to-day efforts and progress.



Team Work: 30%. Each student in the class is required to participate in a working team. Each team will be assigned one case study from the course syllabus. Each team will be assigned a case study to facilitate the discussion or to critique the facilitation. The facilitation should be interactive, informative and innovative. Think about creative ways to present and facilitate the case study discussion. For instance, try a role-play or a staged event rather than a traditional presentation. Team members' skills, experience and knowledge, as well as new stories that relates to the topic should add to the presentation and class discussions. In critiquing a case, the team will uncover important issues and highlight the main lessons of the case study assigned. The rest of the class should be prepared to engage the team in a lively discussion and debate of the case study. This means that everybody in class has to be prepared and should participate (thus contributing to the presenters' grade and their own class contribution grade). Working teams, therefore, will serve as a forum where students test and refine their analysis of the topic addressed. The working teams may be particularly useful in providing students with a sense of their increasing expertise in the application of research and problem-solving skills and methodologies that are developed by a "student-centered" learning approach.

Exam: 30%. More information about the final course exam will be provided during the course.

PRE-REQUISITES

N/A