



COURSE SYLLABUS DRAFT

DIGITAL TRANSFORMATION

Peter Trkman
University of Ljubljana (Slovenia)

June 5 - June 16
(6:00 pm - 9:00 pm)
Saturdays June 9, June 16
(9:00 am - 12:00 m)

Univerza v Ljubljani



DESCRIPTION

Today companies need to continually digitally transform its operations. Digital transformation brings new coordination and communication within and across companies, enables new business models and changes the information environment underlying the business.

The course addresses issues concerning the design of an electronic business strategy in the company, customer relationship management, direct links with suppliers in its supply chain, changes in the nature of products and services in conjunction with digital and interactive services, and the role of governmental e-services.

Successful efforts at digitization have to keep both technological and managerial perspectives in mind. Using a mix of and case studies and practical experience, the aim of the course is to prepare the students for the challenges that the quickly changing digital landscape along with new technologies (e.g. internet-of-things or driverless cars) and increased competition will bring. As they say: go digital or die.



OBJECTIVES

The students will gain an advance knowledge in those topics and its practical applications on their own cases:

- the benefits, drawbacks and reality of digital transformation;
- the specifics of business models and be able to apply this both to pure electronic and to normal companies;
- the use of customer relationship management and social media to increase customer loyalty, attract new customers and engage the existing ones;
- the specifics of digital marketing;
- the techniques to improve the customer experience, usability of the website and search engine optimization;
- the role of electronic business in the procurement process;
- the changes, possibilities and risks of using electronic business in supply chains;
- the specifics and applicability of electronic business in governmental processes;
- understand the specifics of mobile business (in comparison to electronic business) and its utilization for either in-company processes or marketing;
- understand the challenges and opportunities brought by Internet-of-things.

METHODOLOGY

The course is highly interactive and uses various in-class and home assignments to build the competency of students to not only understand those topics but be able to apply them on their own examples.

EVALUATION

- a. Mid-term exam 20%
- b. Final exam 50%
- c. Homework Assignments (CRM case study, SCM assignment) 15%
- d. In-class assignments 15% (business model canvas, CRM at Harrahs, social media strategy for the faculty, mobile business models)

PRE-REQUISITES

None