

Digital Transformation and Business Models – course outline

Course title	Digital transformation and business models
Organizational unit:	Faculty of Management, Chair of Organization and Management Theory
Course ID	2600-DTaBM
Erasmus code / ISCED	04.001 Business and administration
Course groups	Obligatory courses for the 1st year “Global Business”, winter semester
Period when the course is offered	Winter semester
Short description	The course introduces students to the challenges resulting from the digital disruption, the emergence of new business models, the changing nature of competition and organisational strategies and the transformational potential of digital platform ecosystems. It considers both new, technology-based companies, as well as the impact of digital technologies on existing companies operating in traditional industries, analysing technology-enabled changes of organisational structures, processes, functions, capabilities and strategies and offering an enhanced understanding of the digital business environment.
Type of course:	Seminar

Full description		The course introduces students to the challenges resulting from the digital disruption, the emergence of new business models, the changing nature of competition and organisational strategies and the transformational potential of digital platform ecosystems. It considers both new, technology-based companies, as well as the impact of digital technologies on existing companies operating in traditional industries, analysing technology-enabled changes of organisational structures, processes, functions, capabilities and strategies and offering an enhanced understanding of the digital business environment. Detailed list of topics: • Business opportunities established by emerging technologies and technology-driven approaches including big data, machine learning, Internet of things, robotics, digital twins, AI and Industry 4.0 • Economic foundations of digital transformation and business model innovations: information goods, value migration, platform ecosystems, two-sided markets, cost drivers and elements of business models • (Re)designing business models to create and sustain competitive advantage, incl. business models scalability and sustainability • (Re)defining organisational processes, products or services, organisational capabilities to enhance competitiveness, organisational performance and added value for customers • Managing technological change in organisations, understanding effects and long-term impacts of digital transformation • Practical application of knowledge of digital transformation and business model to analyse real-world case studies from various industries.
Prerequisites	Formal	Admitted to the 1st year of master studies/participation in exchange program on the level of master studies
	Initial	Using personal computer with Internet access Regular reading of obligatory literature, assigned for subsequent classes

Learning outcomes	Upon the completion of the course, the student: In terms of knowledge: • Knows and understands key concepts and specialist terminology related to digital transformation and business models (K_W01) • Knows and understands the economic foundations of digital transformation and business model innovations (K_W03) • Knows and understand the process of digital transformation of organisations operating in traditional industries (K_W06) • Knows and understands the potential of (re)designing business models of new, technology-based firms (K_W08) • Knows and understands the management of technological change in organisations (K_W02) In terms of skills: • Is able to apply theoretical concepts from management and economics to organisational problems related to the digital transformation and business model innovation (K_U01) • Is able to identify and evaluate commercial opportunities opened by digital technologies (K_U02) • Is able to select the appropriate tools and digital technologies to enhance organisational performance, competitiveness and added value for customers (K_U03) • Is able to engage in teamwork to analyse, diagnose and solve complex organisational problems and present them in English (K_U06) In terms of social competencies: • Is ready to critically evaluate complex organisational circumstances related to digital transformation and business model innovations (K_K01) • Is ready to initiate entrepreneurial changes exploiting the opportunities opened by digital technologies (K_K04)
ECTS credit allocation (and other scores)	3 ECTS
Assessment methods and assessment criteria	Project assignment
The method of implementing the subject	Seminar: presentations, assignments and group discussions
Language	English
Bibliography	Obligatory readings: course materials including presentations, articles and case studies published in Kampus Virtual Learning Environment
Coordinator	Prof. UW dr hab. Krzysztof Klincewicz