Summary
In this course students should gain a broad-based knowledge of the ever-changing world of information technology and how it relates to corporate strategy, digital business innovation, and their impact on government, work, and society.

Content
• An introduction to digital business and the elements of its infrastructure.
• Explore current, and identify possible future, information technology and digital innovation trends, including big data and analytics, blockchain, crowdsourcing, outsourcing, and operations.
• Identify strategies for electronic commerce and digital business and how those strategies relate to and support business models.
• Develop a critical understanding of the societal impacts of digitalization.

Keywords
Information technology - Information systems - Strategic use of Information Systems - e-commerce - outsourcing - crowdsourcing - digital innovation - digital strategy - digital governance - social study of technology

Learning Outcomes
By the end of the course, the student must be able to:
• Describe digital business and the elements of its infrastructure
• Explore current information technology trends and digital innovation trends, including big data and analytics, blockchain, crowdsourcing, outsourcing, and artificial intelligence
• Identify possible future information technology trends and digital innovation trends, including big data and analytics, blockchain, crowdsourcing, outsourcing, and artificial intelligence
• Identify strategies for digital innovation and how those strategies relate to and support business models
• Interpret the digital transformation of society and organizations

Transversal skills
• Set objectives and design an action plan to reach those objectives.
• Plan and carry out activities in a way which makes optimal use of available time and other resources.
• Take account of the social and human dimensions of the engineering profession.
• Access and evaluate appropriate sources of information.
• Demonstrate the capacity for critical thinking
Teaching methods
Lecture and case Method

Expected student activities
• Attendance and participation at lectures
• Working in groups
• Submission of group assignments and individual essay

Assessment methods
Assessment combining:
• 30% Group case reports
• 20% Group project
• 50% Individual Essay

Resources
Bibliography