

MGT-439

**Information technology & digital strategy**

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Cursus	Sem.	Type
Energy Management and Sustainability	MA1, MA3	Opt.
Management, Technology and Entrepreneurship minor	H	Opt.
Managmt, tech et entr.	MA1, MA3	Opt.

Language of teaching	English
Credits	4
Withdrawal	Unauthorized
Session	Winter
Semester	Fall
Exam	During the semester
Workload	120h
Weeks	14
Hours	<b>3 weekly</b>
Courses	3 weekly
Number of positions	<b>70</b>

**It is not allowed to withdraw from this subject after the registration deadline.**

**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

- Afuah A. & Tucci C., Internet Business Models and Strategies, 2nd Edition. New York: McGraw-Hill, 2002.
- Feenberg, A., *Between Reason and Experience - Essays in Technology and Modernity*, The MIT Press, 2010.
- Pearson, Keri E. and Saunders, Carol S., Strategic Management of Information Systems, 5th Edition. Wiley, 2013.
- Sambamurthy, V., Zmud, R., Guiding the Digital Transformation of Organizations, Legerity Digital Press, 2012.
- Tucci, C., Afuah, A., Viscusi, G. (eds.), Creating and Capturing Value through Crowdsourcing, Oxford University Press, 2017.
- Viscusi, G., Batini, C., Mecella, M., Information Systems for eGovernment: a quality of service perspective, Springer, Heidelberg, 2010.