



1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Explain</i> the concepts of digitization and how these are related to solve current and future challenges linked to digital change. • <i>Evaluate</i> the probable impact of future IT innovations
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Create</i> technological innovative solutions for critical business problems • <i>Integrate</i> the business processes and technology to gain competitive advantage.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Illustrate</i> reasonable knowledge of the most advanced and practical digital transformation frameworks across the world.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Design</i> solutions to solve social issues through digital innovations • <i>Develop</i> a conscience to safeguard ethical concerns while adopting digital innovations.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Assess</i> the needs of the system and clearly communicate the proposed changes through collaborative and participative communication
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Develop</i> qualities to lead teams for transforming organizations through digital innovations.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 1549612	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Explain</i> the concepts of digitization and how these are related to solve current and future challenges linked to digital change.	3	3	1	1	1	1	-	-	2
LO2: <i>Evaluate</i> the probable impact of future IT innovations	3	3	2	1	2	-	-	1	3
LO3: <i>Create</i> technological innovative solutions for critical business problems	2	3	3	-	1	2	1	2	2
LO4: <i>Integrate</i> the business processes and technology to gain competitive advantage.	2	3	3	2	2	1	-	2	3
LO5: <i>Illustrate</i> reasonable knowledge of the most advanced and practical digital transformation frameworks across the world.	2	3	1	1	3	2	-	1	2



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LO6: <i>Design</i> solutions to solve social issues through digital innovations	2	2	3	-	1	-	2	3	1
LO7: <i>Develop</i> a conscience to safeguard ethical concerns while adopting digital innovations.	2	2	3	2	-	3	3	1	3
LO8: <i>Assess</i> the needs of the system and clearly communicate the proposed changes through collaborative and participative communication	1	2	3	3	-	2	-	1	1
LO9: <i>Develop</i> qualities to lead teams for transforming organizations through digital innovations.	3	2	3	1	1	3	-	2	3

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p>Introduction to Digital Innovation:</p> <ul style="list-style-type: none"> Digital Innovation Different Perspectives of digitization Strategic Challenges of Digital Innovation and Transformation Reaping Value From Digitalization - Untapped Opportunities, Digital Platforms <p>Understanding Transformation:</p> <ul style="list-style-type: none"> Business process transformation Product or service digitization Customer engagement and experience Ecosystem and business model IT delivery and transformation Digital disruption Technological developments leading to digital innovation- Artificial Intelligence, Machine Learning, IOT, Blockchain, Social computing 	10	17
II	<p>Strategic Management of Technology and Innovation:</p> <ul style="list-style-type: none"> Technological innovation and business strategy Managing disruptive innovations and technological transitions 	10	18



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	<ul style="list-style-type: none"> The Technology S-Curve and its implications on IS strategies Innovation strategies, and their implementation Online business models – technology mediated platform networks 		
III	Designing Information Capabilities for Competitive Advantage: <ul style="list-style-type: none"> IT Capability and firms Competitive advantage Value chain network Dynamic integration of business processes and technology Impact of IT on operating models Impact of IT on innovation and decision-making within firms Technology marketing 	10	18
IV	Challenges in the digital economy: <ul style="list-style-type: none"> Organization and cultural issues - building and managing a virtual organization Management challenges of networked business Role of leadership and management. Managing Transformation: <ul style="list-style-type: none"> Cloud computing Change management Process reengineering Testing and training Governance and communications 	10	17
V	Practical: Case studies like Reliance industries, Amazon, Google, Examples from Media and entertainment/ Healthcare / Financial Service industry	-	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks



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	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Joe Peppard & John Ward	The Strategic Management of Information Systems: Building a Digital Strategy	Wiley	2016 / 4 th
2	Robert D. Galliers, Dorothy E. Leidner (Eds)	Strategic Information Management Challenges and Strategies in Managing Information Systems	Routledge	Latest Edition
3	Michael Lewrick, Patrick Link, LaryLeifer	The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Business and Ecosystems.	Wiley	2018 / 1 st
4	Neil Perkin, Peter Abraham	Building the Agile Business through Digital Transformation	Kogan Page	2017 / 1 st
5	Andrew Wood	Digital Transformation: Strategy and Tactics	Amazon Digital	2015

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web Resources, etc.

1. Digital Innovation and Strategic Transformation
2. International Journal of Innovation and Technology Management
3. International Journal of Business Innovation and Research

8. Suggested Readings

- Vrande, Vareska Van de; Vanhaverbeke, Wim; Gassmann, Oliver, Broadening the scope of open innovation: past research, current state and future directions, International Journal of Technology Management, Volume 52, Numbers 3-4, 11 October 2010, pp. 221-235(15). Inderscience Publishers
- Christopher M. McDermotta, , and Gina Colarelli O'Connor, Managing radical innovation: an overview of emergent strategy issues, Journal of Product Innovation Management, Volume 19, Issue 6, November 2002, Pages 424-438. Elsevier.
- Chidamber, Shyam R; Kon, Henry B, A research retrospective of innovation inception and success: the technology-push, demand-pull question, International Journal of Technology Management, Volume 9, Number 1, 23 May 2009 , pp. 94-112(19). Inderscience Publishers
- Michael D Williams, Yogesh K Dwivedi, BanitaLal and Andrew Schwarz Contemporary trends and issues in IT adoption and diffusion research, Journal of Information Technology (2009) 24, 1–10; 20 January 2009.