

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year II (Semester: –IV) (W.E.F. Academic Year 2017-18)

**Specialization: Information Technology Management**

**Subject Name: Managing Digital Innovation and Transformation (MDIT)**

**Subject Code: 3559952**

**Subject Credits: 3**

**Total Marks: 150**

### 1. Learning Outcome:

- Understand the concept of digital innovation and how technologies are changing business scenario.
- Analysing how to develop IT capability of business organization
- Understanding how to bring about organizational transformation through digital innovation

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each

### 3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<b>Introduction to Digital Innovation:</b> Digital Innovation, Different Perspectives of digitization, Strategic Challenges of Digital Innovation and Transformation, Reaping Value from Digitalization- Untapped Opportunities, Digital Platforms <b>Understanding Transformation:</b> Business process transformation, Product or service digitization, customer engagement and experience, ecosystem and business model, IT delivery and transformation,	9	17
II	Digital disruption, Technological developments leading to digital innovation- Artificial Intelligence, Machine Learning, IOT, Block chain, Social computing <b>Strategic Management of Technology and Innovation:</b> Technological innovation and business strategy, managing disruptive innovations and technological transitions, The Technology S-Curve and its implications on IS strategies Innovation strategies, and their implementation, Online business models – technology mediated platform networks	9	18

<b>III</b>	<b>Designing Information Capabilities for Competitive Advantage:</b> 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	9	18
<b>IV</b>	<b>Challenges in the digital economy:</b> Organization and cultural issues - building and managing a virtual organization, Management challenges of networked business, Role of leadership and management. <b>Managing Transformation:</b> Cloud computing, change management, process reengineering, testing and training, governance and communications	9	17
<b>V</b>	<b>Case studies like Reliance industries, Amazon, Google, Examples from Media and entertainment/ Healthcare / Financial Service industry</b>	---	(30 marks CEC)

#### 4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment-50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	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	Latest Edition
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, Lary Leifer	The design thinking playbook: Mindful digital transformation of teams, products, services, business and ecosystems	Wiley	Latest Edition

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, etc.**

1. MIS Quarterly
2. MIT Sloan Management Review

#### **8. Research Papers:**

- 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, Banita Lal and Andrew Schwarz Contemporary trends and issues in IT adoption and diffusion research, *Journal of Information Technology* (2009) 24, 1–10; 20 January 2009.