



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 4th Semester

Subject Class: Functional_ Elective

Subject Name: Managing Digital Innovation and Transformation (MDIT)

Subject Code: 4549988

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Evaluate the probable impact of future IT innovations. Understand the implications of digital innovation in achieving competitive advantage.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Technological Innovations to find out critical business solutions.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Illustrate reasonable knowledge of the most advanced and practical digital transformation frameworks.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> Design solutions to solve social issues through digital innovations. Develop a conscience to safeguard ethical concerns while adopting digital innovations.
Effective Communication (EC)	<ul style="list-style-type: none"> Assess the needs of the system, and clearly communicate the proposed change through collaborative and participative communication.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Develop qualities to lead teams for transforming organizations through digital innovations.

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



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II	Strategic Management of Technology and Innovation: <ul style="list-style-type: none"> • 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 	10	18
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.