



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Information Technology

Course / Subject Code: MB04096031

Course / Subject Name: Managing Digital Innovation and Transformation

w. e. f. Academic Year:	2025-2026
Semester:	4
Category of the Course:	Interdisciplinary Elective (Minor 2)

Prerequisite:	Any graduate
Rationale:	Digital transformation is reshaping industries at an unprecedented speed. Modern businesses require leaders who understand emerging technologies, can design innovative solutions, and align digital strategies with organizational goals. This course develops the capability to manage digital innovation, evaluate disruptive technologies, craft digital business models, and lead transformation initiatives responsibly and effectively.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Explain key concepts of digital innovation, digitization, and digital transformation.	Remember, Understanding
02	Analyze digital business models and evaluate the impact of emerging technologies.	Understanding, Apply, Analyse
03	Design and integrate digital strategies to enhance business processes and customer experience.	Understanding, Create
04	Evaluate technological trends, ethical issues, security risks, and transformation challenges.	Evaluate

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Fundamentals of Digital Innovation & Transformation <ul style="list-style-type: none">• Meaning & scope of digital innovation• Digitization vs Digitalization vs Digital Transformation• Strategic challenges in transformation• Business process transformation• Customer experience and engagement• Technological drivers: AI, ML, IoT, Blockchain, Cloud• Digital disruption & competitive landscape	12	25
2.	Digital Business Models & Technology Innovation <ul style="list-style-type: none">• Digital business models overview• Platform economy, multi-sided markets• Innovation strategies and Technology S-curve• Open innovation & ecosystem thinking• Financial aspects: ROI, cost-benefit, digital investment analysis• Case examples (Amazon, Google, Uber, Reliance Jio)	11	25
3.	Information Capabilities, Data Ecosystems & Emerging Technologies <ul style="list-style-type: none">• IT capability & competitive advantage• Data ecosystems: Data collection, visualization, insights• AI, ML, Generative AI applications• IoT integration• Cloud computing fundamentals• Cybersecurity & privacy challenges	11	25
4.	Managing Digital Transformation & Organizational Readiness <ul style="list-style-type: none">• Change management frameworks• Leadership in Digital Transformation• Digital culture & workforce readiness• Governance, ethics & responsible AI• Risk management• Managing digital teams	11	25



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5.	Practical <ul style="list-style-type: none">• Business scenario analysis• KPI identification• Emerging technology evaluation• Executive transformation summary	15	CEC
Total		60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20%	30%	20%	5%	15%	10%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

No.	Author	Title	Publisher	Edition
1	Sunil Gupta	Digital Transformation: A Practitioner's Guide	Harvard Business Review Press	Latest
2	Dave Chaffey	Digital Business and E-Commerce Management	Pearson	Latest
3	Joe Peppard, John Ward	The Strategic Management of Information Systems	Wiley	Latest
4	Adrian McEwen, Hakim Cassimally	Designing the Internet of Things	Wiley	Latest
5	James D. McKeen, Heather Smith	IT Strategy: Issues and Practices	Pearson	Latest
6	Nitin Upadhyay	Digital Strategy: A Guide to Digital Business Transformation	CRC Press / Taylor & Francis	Latest

(b) Open source software and website:

1. <https://www.coursera.org>
2. <https://www.udemy.com>



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3. <https://academy.hubspot.com>
4. <https://hadoop.apache.org>

CO- PO Mapping:

Semester 4	Subject Name: Managing Digital Innovation & Transformation				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2
CO2	3	3	3	3	2
CO3	3	3	2	2	3
CO4	3	3	2	2	3
CO5	-	-	-	-	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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