



<b>Program</b>	Master of Business Administration (MBA)	<b>Semester - 3</b>
<b>Type of Course</b>	Minor	
<b>Prerequisite</b>		
<b>Rationale</b>	-	
<b>Effective From A.Y.</b>	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

*SEE - Semester End Examination, T - Internal Theory, P - Internal Practical*

Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
1	<b>Introduction to Digital Innovation:</b> Introduction to Digital Innovation: <ul style="list-style-type: none"> <li>Digital Innovation</li> <li>Different Perspectives of digitization</li> <li>Strategic Challenges of Digital Innovation and Transformation</li> <li>Reaping Value From Digitalization - Untapped Opportunities, Digital Platforms</li> </ul> Understanding Transformation: <ul style="list-style-type: none"> <li>Business process transformation</li> <li>Product or service digitization</li> <li>Customer engagement and experience</li> <li>Ecosystem and business model</li> <li>IT delivery and transformation</li> <li>Digital disruption</li> <li>Technological developments leading to digital innovation- Artificial Intelligence, Machine Learning, IOT, Blockchain, Social computing</li> </ul>	15	25
2	<b>Strategic Management of Technology and Innovation:</b> <ul style="list-style-type: none"> <li>Technological innovation and business strategy</li> <li>Managing disruptive innovations and technological transitions</li> <li>The Technology S-Curve and its implications on IS strategies</li> <li>Innovation strategies, and their implementation</li> <li>Online business models – technology mediated platform networks</li> </ul>	15	25
3	<b>Designing Information Capabilities for Competitive Advantage:</b> <ul style="list-style-type: none"> <li>IT Capability and firms Competitive advantage</li> <li>Value chain network</li> <li>Dynamic integration of business processes and technology</li> <li>Impact of IT on operating models</li> <li>Impact of IT on innovation and decision-making within firms</li> <li>Technology marketing</li> </ul>	15	25
4	<b>Challenges in the digital economy:</b>	15	25



Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> <li>Organization and cultural issues - building and managing a virtual organization</li> <li>Management challenges of networked business</li> <li>Role of leadership and management.</li> </ul> Managing Transformation: <ul style="list-style-type: none"> <li>Cloud computing</li> <li>Change management</li> <li>Process reengineering</li> <li>Testing and training</li> <li>Governance and communications</li> </ul>		
<b>Total</b>		<b>60</b>	<b>100</b>

**Suggested Distribution Of Theory Marks Using Bloom's Taxonomy**

Level	Understanding	Application	Evaluate	Create
<b>Weightage</b>	25	25	25	25

*NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

**Course Outcomes**

**At the end of this course, students will be able to:**

CO1	Explain the concepts of digitization and how these are related to solve current and future challenges linked to digital change.
CO2	Evaluate the probable impact of future IT innovations
CO3	Create technological innovative solutions for critical business problems
CO4	Integrate the business processes and technology to gain competitive advantage

**CO PO Mapping**

CO	CO - 1	CO - 2	CO - 3	CO - 4
<b>PO - 1</b>	3	3	2	2
<b>PO - 2</b>	3	3	3	3
<b>PO - 3</b>	1	2	3	3
<b>PO - 4</b>	1	1	0	2
<b>PO - 5</b>	1	2	1	2

**Reference Books**

1.	<b>The Strategic Management of Information Systems: Building a Digital Strategy (TextBook)</b> By Joe Peppard & John Ward   Wiley   4, Pub. Year 2016
2.	<b>Strategic Information Management Challenges and Strategies in Managing Information Systems</b> By Robert D. Galliers, Dorothy E. Leidner (Eds)   Routledge
3.	<b>The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Business and Ecosystems</b> By Michael Lewrick, Patrick Link, Lary Leifer   Wiley   1, Pub. Year 2018