DSO-543 (16274)
Global Business Issues in the Networked Digital Industry

Monday
6:30 – 9:30 PM
HOH 421

Who should take the course?

This course is essential for MBAs interested in excelling in digitally networked businesses. Future successful senior managers will need to understand how to manage new and re-engineered products and services delivered through digital platforms. This course is a must for MBAs who want to work with industry professionals as part of the course curriculum.

Course objectives

This course will inculcate MBAs with new communication and information technologies and their impacts on business models, strategies and organizational structures. It will provide an understanding of the key issues, opportunities and adoption challenges facing the global information-communication or more aptly, “networked digital industry.”

Key concepts

- New wireless technologies and standards
- RFID and sensors in business applications
- Virtual enterprises and telework
- Corporate consulting projects
- Disruptive technologies and augmented reality
- Digital and mobile health
- Scenario construction
- Business models evaluation and innovation

Course description

The course curriculum will include student participation in on-going corporate research projects on leading-edge issues, and provides an opportunity for project consulting with digitally innovative companies. These projects afford students a unique opportunity to work with corporate teams on projects of significant importance to them. Senior industry professionals also will guest lecture on these issues.