

DSO-431

Foundations of Digital Business Innovation

Monday & Wednesday
HOH415
4 units

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DSO431

Who should take the course?

- General education or non-technical students interested in hands-on experiences with new technologies including website design
- Students interested in seeing how forward-thinking companies use new digital technologies for their competitive advantage.
- Students wanting a course with NO prereqs to prepare them for a job in consulting or business!

Course objectives

- Create and upload your own website using technologies companies use!
- Hands-on experience with company software so you know how to use them for a company's competitive advantage
- Experience with conducting analyses of written cases and ones you develop!
- Class can be used toward a number of different minors and majors!

Key concepts

Learn how companies strategically use such digital technologies as:

- Web 2.0 (like mashups)
- Open Innovation (like crowdsourcing)
- Fast Website creation
- Big data and Business Intelligence Dashboards (like Cognos)
- Enterprise Resource Planning Systems (like SAP)
- Different forms of cloud computing (like Internet-of-Things)
- Customer Relationship Management Systems (like Salesforce.com)
- Social networking (like Facebook for businesses)

