

# DATA SCIENCES AND OPERATIONS

FALL 2022

**DSO 531** – *Digital Foundations for Business Innovation*

Section(s) – 16279R

**Professor**

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**When**

*Tuesdays, 11:00 AM - 1:50 PM*

**Office**

*Available upon request/ in person & virtual hours*

**Units**

*1.5*



## WHO SHOULD TAKE THIS COURSE?

MBA/M.S. Students who are looking to increase their confidence and conversational fluency of digital applications, key trends, and emerging technologies. This course provides a foundation in the basics of technology and offers a source of knowledge, to include strategic questions, to which business leaders should consider as a factor within their organization's trajectory. Note: This course is not technical in nature, but rather a high-level view and comprehension for individuals with little to no digital background among the key concepts offered in this course.

## COURSE OBJECTIVES

Course participants will demonstrate fluency in the language framework of digital as a tool for business innovation, via creation of written material and presentations.

Course participants will engage in dialogue with one another and with executive guest speakers regarding how emerging digital tools and technologies of our time can provide opportunities for business leaders, along with potential drawbacks to be safeguarded against.

Students will infuse perspectives from thought leaders and business executives working to address real-world business needs into their written work.

Students will build a business case based on digital innovation, enhancing written, verbal communication and teamwork skills.

## KEY CONCEPTS

- Key Drivers to Emerging Digital Tools and Technologies; Cybersecurity
- Cloud Computing; No-Code; Post-Screen Usability
- Digital Currency & Payments, Messaging & Social Commerce
- Big Data; Autonomous Vehicles
- Physical-Digital Convergence; Internet of Things
- Artificial Intelligence

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## COURSE DESCRIPTION

Every business has become, or is transitioning into, a digital business. Consumers today live in a world where the most valuable retailer has no inventory, the world's most popular media owner creates no content, the world's largest accommodation provider owns no real estate and the world's largest taxi company owns no vehicles. But the forces shaping this digital revolution are often difficult to understand, for both these consumers and many business leaders. This course will largely be based on discussion and require students' active participation in every session.

The course examines over a dozen emerging digital innovations shaping consumer-oriented businesses, in order to provide a basic framework for these concepts and provide leaders a greater understanding of how to leverage these powerful capabilities to build or grow businesses.

For each of these digital innovations and in each class session, the course is focused on five questions:

What does it mean?

Why is it an important trend?

What is the landscape?

What are the key metrics?

What are the implications for users, organizations, and business leaders?

Beyond knowledge gleaned from classroom teaching and insights shared from today's business world, students will put their knowledge to work, developing two individual written submissions regarding specific digital innovations, and a group business plan based on one or more of these digital innovations.