DSO 531 – *Digital Foundations for Business Innovation*

Professor
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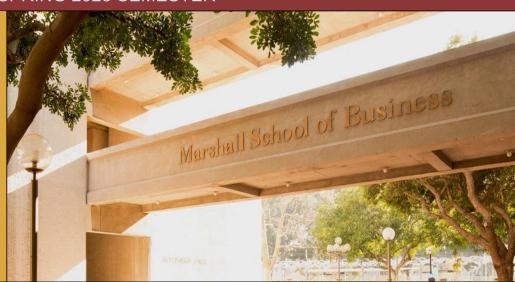
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When
Thu, 6:30 PM – 9:30 PM

Office
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Units
1.5

WHO SHOULD TAKE THIS COURSE?

Students looking to gain a greater understanding of how digital tools and technologies can accelerate business innovation firsthand, from executives currently driving digital growth in a Fortune 100 company.

COURSE OBJECTIVES

- Demonstrate fluency in the language framework of digital as a tool for business innovation
- Engage in dialogue with one another and with executive guest speakers how the emerging digital tools and technologies of our time can provide opportunities for business leaders, along with potential drawbacks to be safeguarded against.
- Infuse perspectives from thought leaders and business executives working to address real-world business needs into written work.
- Build a business case based on digital innovation.

KEY CONCEPTS

The course examines 15 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?

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. Its content and format stem from a successful initiative undertaken at The Walt Disney Company to provide greater context around digital innovations to thousands of its business leaders addressing cur- rent business realities.