The goal of digital innovation is to use new technologies to improve processes and to create an advantage over competing businesses. In this course, you will learn the fundamentals of digital technology from a business perspective, learning how to capitalize on these innovations to sustain a competitive edge in your industry.

Key topics include understanding digital innovation and its impact on markets, leveraging technology trends, and developing digital strategies that align with business goals. Participants will learn about value-enhancing technologies and how to creatively deliver innovative ideas.

This course uses lectures, case studies, articles, industry reports, and features industry guest speakers who provide current practice insights and it aims for a rich interactive and collaborative learning experience. The course also covers real-world case studies to demonstrate practical applications and lessons learned. Course participants have agency to work on individual assignments specific to their interested career fields and industries.

No Technical or Business Background Required

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https://classes.usc.edu/term-20243/classes/dso/