

# DSO 431

FALL 2024

## DIGITAL INNOVATION FOR COMPETITIVE ADVANTAGE

TUES/THURS 4:00-5:50PM

SCAN



### WHY TAKE THIS COURSE?

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 CONCEPTS

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.

### COURSE DELIVERY

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.

### COURSE OBJECTIVES



**Understand Digital Technology Fundamentals**



**Analyze Current + Future Technology Disruptions**



**Assess Competitive Dynamics**



**Formulate Effective Digital Strategies**



**Apply Ethical Considerations**



**Conduct Hands-on Digital Experiments**

No Technical of Business Background Required

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