DSO 531 | DIGITAL FOUNDATIONS FOR BUSINESS INNOVATION

USC Marshall
School of Business

Every business has become, or is transitioning into, a digital business. This course equips participants to lead this transformation by exploring cutting-edge technologies and leveraging innovation to unlock new opportunities that shape the future of business in the digital age. Topics include:

Cybersecurity | Cloud Computing | 5G | IoT | Blockchain | Big Data | Autonomous Vehicles | AR/VR | Post Screen Usability | Robotics | Artificial Intelligence & Machine Learning

Course Objectives:

Understand the Forces Driving Digital Transformation

Build Digital Fluency That Drives Impact

Explore Enabling Technologies

Collaborate & Innovate in Teams

DSO 531 | Digital Foundations for Business Innovation

The course examines over a dozen emerging digital innovations shaping consumer-oriented businesses, 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.

Course Dates:

- Tuesday, July 1, 2025: 6pm-9pm
- Tuesday, July 8, 2025: 6pm-9pm
- Tuesday, July 15, 2025: 6pm-9pm
- Thursday, July 17, 2025: 6pm-9pm

Course Delivery:

A combination of pre-class video content, interactive lectures, student-led discussions, and collaborative breakout activities. Each session is designed to build progressively, integrating real-world examples to foster critical thinking and practical application of emerging technologies.

Professor Inge Lindholm | ilindhol@marshall.usc.edu

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School of Business
MBA.PM

Summer 2025 PM Tech-Based Core Option
DSO 531: Digital Foundations for Business Innovation, Professor Inge Lindholm

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Course Modality: *In Person.* A combination of pre-class preparation content, interactive lectures, student-led discussions, and collaborative breakout activities. Each session is designed to build progressively, integrating real-world examples to foster critical thinking and practical application of emerging technologies.

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?

Type(s) of Software and/or Technology Covered:

Cybersecurity, Cloud Computing, 5G, IoT, Blockchain, Big Data, Autonomous Vehicles,

AR/VR, Post Screen Usability, Robotics, Artificial Intelligence & Machine Learning

Type(s) of Assigned Deliverables:

Beyond knowledge gleaned from classroom teaching and insights shared from today's business world, students will put their knowledge to work, submitting one individual written analysis regarding specific digital innovations, lead case discussions during assigned class segments, and deliver a group business plan based on one or more of these digital innovations, as a final deliverable.

Any Required Materials (If so, costs?):

Course content will be provided to students for the topics to be covered for the duration of the course. There are no other materials that you need to purchase.

Due date of final project, if applicable (*this will help students plan accordingly, particularly if your final project is due after the last class*):

The final project for the course must be delivered by Thursday, July 31st by 6pm.