

# DSO 431 DIGITAL INNOVATION FOR COMPETITIVE ADVANTAGE

FALL 2025

Traditional companies are now re-thinking their own use of digital technologies and preparing to play a different game leading to new rules for digital competition.

Let go of assumptions that limit imagination- and learn how to design bold strategies that leverage digital innovation for competitive advantage.

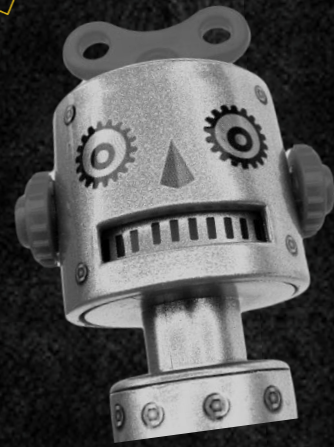
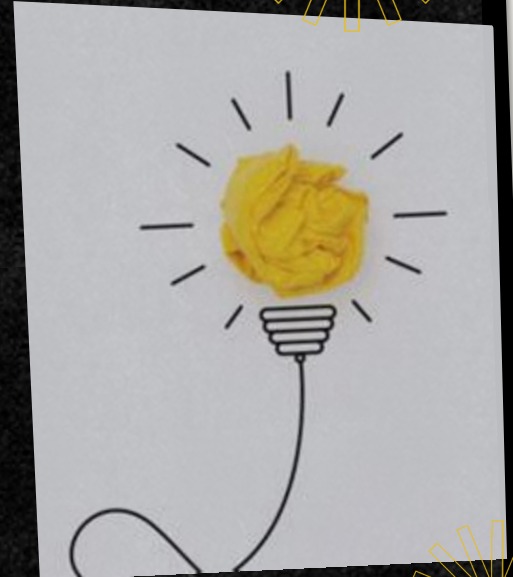
This course equips you to think like a disruptor and lead like a strategist in a world where digital rewrites the rules.

**TUESDAYS & THURSDAYS 12-150PM**

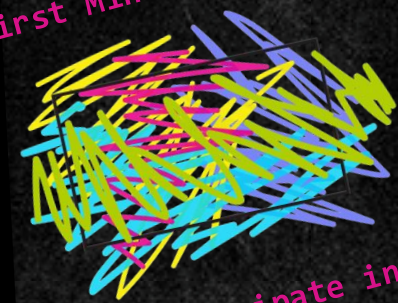
PROFESSOR INGE LINDHOLM | [ilindhol@marshall.usc.edu](mailto:ilindhol@marshall.usc.edu)



Discover Emerging Technologies



Adopt a Digital First Mindset



Participate in a Design Sprint

