

**FALL  
2025**

**TECHNOLOGY**

LOW POLY WIREFRAME ILLUSTRATION

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**DIGITAL**

Tech Innovation

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**DATA SCIENCES + OPERATIONS**

# DSO 551

Digital Innovation for the  
Global Enterprise

Section: 16263

Wednesday, 6:30pm – 9:20pm

INSTRUCTOR: Rik Reppe

 [reppe@usc.edu](mailto:reppe@usc.edu)

Units: 3  
Office: TBD

## WHY TAKE THIS COURSE?



Step into the role of a digital strategist creating innovation initiatives for executive clients at global enterprises. By crafting composed solutions integrating AI, digital twins, and emerging technologies, you'll apply strategic frameworks to real business challenges. This immersive experience bridges the gap between business strategy and technological implementation—developing valuable skills that set you apart in today's digital business landscape.

## COURSE OBJECTIVES

- Arm you with both the theory and practical application of innovation methodologies
- Provide clear understanding of what it means to be a digital strategist



## KEY CONCEPTS

- Where and how to find innovative inspiration
- Creating value by delivering on human needs in attainable ways
- Composability as a strategic tool
- Storytelling as a means of strategic advancement



## Course Description



For digital innovation to succeed, it must be valuable to the business, technologically feasible, and desirable to users. In this course, Professor Rik Reppe, an award-winning former Big Four Consulting partner who founded multiple innovation practices, guides you through mastering all three dimensions through weekly learn-do cycles. Students work in teams throughout the semester, applying each week's concepts directly to creating a comprehensive digital innovation initiative for real executive clients. You'll develop the ability to identify business value opportunities, assess technological feasibility requirements, and uncover user needs that drive adoption—skills highly sought after in today's digital marketplace.

The course is enriched by Professor Reppe's 3 decades of consulting and extensive storytelling expertise, alongside guest lectures from industry leaders at organizations like Google, Meta, and Taco Bell. Past clients include Astra Zeneca, Schneider Logistics, Major League Baseball, and Greystar International.



**SCHEDULE OF CLASSES**