

Digital Innovation Models and Tools

Introduction to the course

March 3rd 2017

DIT&M

AY 2016/1

- **Luca Cremona**
lcremona@liuc.it



- **Samuele Astuti**
sastuti@liuc.it



Office hours:

see “ricevimenti” on my.liuc.it c/o office on the 2nd floor of Tower building.

Course Program and (draft) schedule

| day | course | weekday | time | SA | LC | argomento | testimoni |
|----------|--------|---------|-------|----|----|--|-----------|
| 03/03/17 | DI | Fri | 14-18 | 4 | | intro - Digital Innovation architectures | Volpi |
| 10/03/17 | DI | Fri | 14-18 | 4 | | New Competitive Environment | Romeo |
| 17/03/17 | DI | Fri | 14-18 | 4 | | New way of doing Business | Sangalli |
| 24/03/17 | DI | Fri | 14-18 | | 4 | Business Model Canvas | Pirro |
| 31/03/17 | DI | Fri | 14-18 | | 4 | Digital Business Strategy - Digital Business strategic tools 1 | Rossetti |
| 21/04/17 | DI | Wed | 14-18 | | 4 | Digital Business strategic tools 2 - Testimonianza Analytics | TBD |
| 05/05/17 | DI | Fri | 14-18 | 4 | | Tech trends | Revelli |
| 12/05/17 | DI | Fri | 14-18 | | 4 | Mobile | Doni |
| 19/05/17 | DI | Fri | 14-18 | | | Final Project presentations | |

Course on line platform: Canvas Instructure

To enroll to Canvas:

<https://canvas.instructure.com/register>

use the following join code: **XCG8GD**

- We will post: slide decks, assignment, readings, etc
- Check regularly the website or setup a daily update

Features

- 32 hours planned
- 4 ECTS (1 ECTS \approx 25 hours of study)

Evaluation

- Contribution points according to:
 - Attendance to classes (10%)
 - Presentation (40%)
 - Project Work (50%)
- Non attending students
 - 3 open-ended questions

Teaching Material

- Support material (slides, case studies, readings)
- This course does not require a textbook.

Pre-Competencies

- Concept of competitive advantage, business value chain.
- The competencies developed in the course “Strategy” (“Economia Aziendale”)
- The hardware and software architecture of computer systems, in terms of both data processing and data communication
- The competencies developed in the course “Computer Science” (“Informatica”)

What will you learn

- Importance of information management in every context and the opportunities related to the use of e-business
- Innovative business models
- Impact of Internet-based technologies on the value chain
- Tools and technologies enabling the enterprises to achieve competitive advantage in next years
- Evolution of Internet (mobile and wireless)