

# Digital Innovation

## Introduction to the course

# Course Program and (draft) schedule

	course	time	topic
28/03/2018	DI	14-18	intro - Digital Innovation architectures
06/04/2018	DI	14-18	New way of doing Business
11/04/2018	DI	14-18	New Competitive Environment
13/04/2018	DI	14-18	Digital Business Strategy - Digital Business strategic tools 1
27/04/2018	DI	14-18	Business Model Canvas
02/05/2018	DI	14-18	Digital Business strategic tools 2 - Testimonianza Analytics
09/05/2018	DI	14-18	Tech trends
11/05/2018	DI	14-18	Business cases

# 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
  - 4 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)