

## THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

### COURSE UNIT DESCRIPTION

Course Unit Title	<b>Digital Transformation of Businesses &amp; Organizations</b>									
Course Unit Code	AT600									
Type of Unit	Elective									
Level of Course Unit	Second cycle									
Year of Study	First year									
Semester	Modular									
Number of ECTS Credits	6 ECTS									
Course Unit Objectives	<p>Digital transformation is the transformation of business and organizational activities, processes, competencies and models in order to fully leverage the opportunities of a mix of digital and emerging technologies and their accelerating impact across society and economy in a strategic and prioritized way, with present and future shifts in mind.</p> <p>Upon completion of this course, students will be equipped with the necessary and sufficient knowledge and skill-set to drive their enterprises and organisations into digitalisation.</p>									
Learning Outcomes	<p>On completion of this course students are expected to:</p> <table border="1"> <tr> <td>CILO 1</td> <td>Understand emerging technologies and their impact on modern enterprises and organisations.</td> </tr> <tr> <td>CILO 2</td> <td>Understand the basic methodologies and design principles underpinning a digital transformation process.</td> </tr> <tr> <td>CILO 3</td> <td>Understand the importance of data and data analytics for improving a business upon efficiency, costs and operations.</td> </tr> <tr> <td>CILO 4</td> <td>Understand the risks of an organisation being left behind digital innovation.</td> </tr> </table>		CILO 1	Understand emerging technologies and their impact on modern enterprises and organisations.	CILO 2	Understand the basic methodologies and design principles underpinning a digital transformation process.	CILO 3	Understand the importance of data and data analytics for improving a business upon efficiency, costs and operations.	CILO 4	Understand the risks of an organisation being left behind digital innovation.
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CILO 4	Understand the risks of an organisation being left behind digital innovation.									
Name of Lecturer(s)										
Mode of delivery	Face to Face									
Prerequisites or corequisites	None									
Course Content	<p>Introduction to emerging technologies (Blockchain, DLTs, Artificial Intelligence, Cryptocurrencies, Cloud Computing, Social Media) and the technology lifecycle</p> <p>Introduction to digital transformation and its five domains (customers, competition, data, innovation, value).</p> <p>The idea of Platforms and Customer Acquisition via growth hacking techniques.</p> <p>Digitalisation of a company and turning data into assets.</p> <p>Design methodologies and strategies: agile, lean, principles of agile principles, scaling issues, design issues.</p> <p>Case studies (e.g. Nokia, Apple etc)</p>	<p>CILO 1,3</p> <p>CILO 2,3</p> <p>CILO 1,2</p> <p>CILO 3</p> <p>CILO 2,3</p> <p>CILO 4</p>								
Recommended or required reading	<p><u>Textbooks:</u></p> <p>Neil Perkin and Peter Abraham. Building the Agile Business through Digital Transformation. KoganPage Publisher. 2017</p> <p>David Rogers. The Digital Transformation Playbook: Rethink Your Business for the Digital Age. Columbia Business School Publishing. 2016</p> <p><u>Optional textbook:</u></p> <p>Lindsay Herbert. Digital Transformation. Bloomsbery Publisher. Oct 2017</p>									
Planned learning activities and teaching methods	Lectures; in-class discussion and debates; in-class exercises; problem sets; team work; video case studies, team presentations, interactive online learning via Moodle									

	(quizzes, assignments, forums)
Assessment methods and criteria	Class participation – 10% Mid-Term project – 30% Final Examination – 60%
Language of Instruction	English
Work Placement(s)	Not applicable