



**COURSE UNIT DESCRIPTION**

Course Unit Title	<b>Digital Transformation of Businesses &amp; Organizations</b>	
Course Unit Code	GD560/AT600	
Type of Unit	Core	
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	On completion of this course students are expected to:	
	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.
Name of Lecturer(s)	Dr Nicolas Anastasiou	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	Introduction to emerging technologies (Blockchain, DLTs, Artificial Intelligence, Cryptocurrencies, Cloud Computing, Social Media) and the technology lifecycle	CILO 1,3
	Introduction to digital transformation and its five domains (customers, competition, data, innovation, value).	CILO 2,3
	The idea of Platforms and Customer Acquisition via growth hacking techniques.	CILO 1,2
	Digitalisation of a company and turning data into assets.	CILO 3
	Design methodologies and strategies: agile, lean, principles of agile principles, scaling issues, design issues.	CILO 2,3
	Case studies (e.g. Nokia, Apple etc)	CILO 4
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% In-class project – 30%	

	Final Examination – 60%
Language of Instruction	English
Work Placement(s)	Not applicable