Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
EM 517	Digital Enterprise Management	1	4	0	0	3	8

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	Compulsory
Course Level	Masters Degree
Objective	The aim of this course is to provide students with advanced knowledge and an analytical perspective on the strategic, operational, technological, and organizational management of enterprises operating in the digital economy. The course covers the development of digital business models, the integration of digital technologies into business processes, data-driven and AI-supported decision-making, digital organizational design, digital leadership, the evaluation of technology investments, and the management of digital transformation processes. The course aims to enable students to develop solutions to complex digital enterprise management problems using a systems approach, critically evaluate digital transformation strategies, and design practical management models to enhance organizational digital capabilities.
Content	The concept of digital enterprises and the dynamics of the digital economy, digital transformation strategies, digital business models and the platform economy, digital enterprise architecture and enterprise information systems, digital operations and business process management, data governance and analytical decision-making, AI-driven enterprise management, digital customer experience and ecosystem management, digital organizational design and leadership, digital capabilities and change management, cybersecurity and digital risk management, economic evaluation of digital investments, digital performance management, sustainable digital transformation, and industrial case studies.
References	Recent academic research on digital enterprise management, digital strategy, digital business models, organizational transformation, digital operations management, and AI-driven management. Selected articles published within the last two years, reports from international organizations, industrial case studies, and contemporary examples of business practices.

Theory Topics

Week	Weekly Contents