

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G467	Leading Digital Transformation and Innovation	7	0	3	3	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	Elective
Course Level	Bachelor Degree
Objective	The aim of this course is to teach students how to develop a business idea, how to create a new business model, how to transform existing business models and how to make their presentation.
Content	<p>Week 1: Basic Concepts: Digital transformation, innovation. Why digital transformation? What is the role of innovation culture in digital transformation?</p> <p>Week 2: What is Business Model? What are the key components?</p> <p>Week 3: How to define “Customer Segment”? How to formulate a “Value Proposition”?</p> <p>Week 4: What are the channel types? How are channels planned? How to edit Customer Relationships?</p> <p>Week 5: What are the types of income stream? How to design “Cost Structure”?</p> <p>Week 6: What are Basic Resources, Basic Activities and Basic Partnerships in an enterprise? How is the relationship between these established?</p> <p>Week 7: MIDTERM EXAM</p> <p>Week 8: Four main components of Digital Transformation: Customer, Competition, Data and Value.</p> <p>Week 9: Developing platform, not product / service.</p> <p>Week 10: Developing digital competencies: Process, basic tools, application.</p> <p>Week 11: Developing leadership competencies: Process, basic tools, practice.</p> <p>Week 12: Transferring / matching the value proposal to digital.</p> <p>Week 13: Visual Thinking, Story Telling</p> <p>Week 14: The presentation of Innovation / Digital Transformation idea.</p>
References	<ul style="list-style-type: none">· New Venture Creation, Stephen Spinelli, Jr. & Robert Adams, 9th Edition, 2012, McGraw-Hill Education, New York.· Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder, Yves Pigneur, Wiley Sons Ltd. 2010.· Value Proposition Design: How to Create Products and Services Customers Want, Alexander Osterwalder, Wiley Sons Ltd. 2016.· Business Model You: A One-Page Method For Reinventing Your Career by Tim Clark, Wiley Sons Ltd. 2014.· The Digital Transformation Playbook, David L. Rogers, Columbia Business School Publishing, 2017.· Leading Digital, Turning Technology into Digital Transformation, Geroege Westerman, Harvard Business Review Press, 2016.

Theory Topics

Week	Weekly Contents
1	Basic Concepts: Digital transformation, innovation. Why digital transformation? What is the role of innovation culture in digital transformation?
2	What is Business Model? What are the key components?
3	How to define “Customer Segment”? How to formulate a “Value Proposition”?
4	What are the channel types? How are channels planned? How to edit Customer Relationships?
5	What are the types of income stream? How to design “Cost Structure”?
6	What are Basic Resources, Basic Activities and Basic Partnerships in an enterprise? How is the relationship between these established?
7	MIDTERM EXAM
8	Four main components of Digital Transformation: Customer, Competition, Data and Value.
9	Developing platform, not product / service.
10	Developing digital competencies: Process, basic tools, application.
11	Developing leadership competencies: Process, basic tools, practice.
12	Transferring / matching the value proposal to digital.
13	Visual Thinking, Story Telling
14	The presentation of Innovation / Digital Transformation idea.