

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Digital business and innovation
1.8. Language of study	English
1.9. Academic year	2020-2021

2. Information on the discipline

2.1. Name	Enterprise transformations in the digital economy									
2.2. Code	20.0295IF1.2-0001									
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6	
2.8. Leaders	C(C)	lect.univ.dr. CHINIE M ALEXANDRA CĂȚĂLINA					catalina.chinie@fabiz.ase.ro			
	S(S)	Asociat dr. BELLINI FRANCESCO					francesco.bellini@eurokleis.com			
	S(S)	cadrul did. asoc. DIACONESCU GABRIEL RAZVAN								

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	C(C) 1.00
	S(S) 1.00
3.3. Total hours from curriculum	28.00 of which
	C(C) 14.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	122.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	50.00
Additional documentation in the library, on specialized online platforms and in the field	50.00
Preparation of seminars, labs, assignments, portfolios and essays	17.00
Tutorials	1.00
Examinations	3.00
Other activities	1.00

4. Prerequisites

4.1. of curriculum	Basic knowledge of: The digital environment Strategic management
4.2. of competences	- Interpretation of relations between the company and the business environment it activates in - Using adequate methods for problem analysis

5. Conditions

for the C(C)	The lectures will be held in a room equipped with teaching multimedia and connected to the internet.
for the S(S)	The lectures will be held in a room equipped with teaching multimedia and connected to the internet.

6. Acquired specific competences

PREFESSIONAL	C2	
CROSS	CT2	
CROSS	CT2	
CROSS	CT2	
CROSS	CT2	
CROSS	CT2	

7. Objectives of the discipline

7.1. General objective	The course aims to raise the awareness regarding the disruptive nature of technological developments and develop the skills to drive the transformation within enterprises in order to respond to market changes in the digital economy.
7.2. Specific objectives	Developing knowledge of new technologies that shape the business environment Developing knowledge of new market trends in the digital economy Developing knowledge on how to establish the transformation strategy of the company Developing the capacity to identify ways to achieve new competitive advantage in the digital economy Developing knowledge of areas of the organization that can be transformed through new technology

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	What is the digital economy? Drivers for the digital transformation – Information technologies, telecommunications and networking	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
2	Drivers for the digital transformation – E-Business and E-commerce. Platform companies versus product companies.	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
3	Digital transformation of the organization. Digital business models.	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
4	Digital transformation in various industries: -Media, entertainment and publishing -IT and telecommunication -Life sciences and healthcare -Financial services	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
5	Digital transformation strategy. Creating value through digital transformation.	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
6	Driving digital innovation. Auditing the digital transformation of the company.	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
7	Digital transformation in emerging markets. Developing smart cities.	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	

Bibliography

- Nagy K. Hanna, Mastering Digital Transformation. Towards a Smarter Society, Economy, City and Nation, Emerald Group Publishing Limited, 2016
- Kenneth C. Laudon, Jane P. Laudon, Management information systems: managing the digital firm, Harlow : Pearson, 2012
- David Wiraeus, James Creelman, Agile Strategy Management in the Digital Age: How Dynamic Balanced Scorecards Transform Decision Making, Speed and Effectiveness, Springer, 2019
- Sunil Gupta, Driving Digital Strategy: A Guide to Reimagining Your Business, Harvard Business Review, 2018
- Xiaoming Zhu et al., Business trends in the Digital Era: evolution of theories and applications, Springer, 2016
- David L. Rogers, The Digital Transformation Playbook: Rethink Your Business for the Digital Age, Columbia Business School Publishing, 2016

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	What is the digital economy? Drivers for the digital transformation – Information technologies, telecommunications and networking	- overall seminar presentation; - first student interaction - seminar requirement presentation; - presentation of evaluation system at the seminar; - exercises for the financial objectives of an organization	
2	Drivers for the digital transformation – E-Business and E-commerce. Platform companies versus product companies.	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
3	Digital transformation of the organization. Digital business models.	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
4	Digital transformation in various industries: -Media, entertainment and publishing -IT and telecommunication -Life sciences and healthcare -Financial services	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
5	Digital transformation strategy. Creating value through digital transformation.	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
6	Driving digital innovation. Auditing the digital transformation of the company.	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
7	Digital transformation in emerging markets. Developing smart cities.	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	

Bibliography

- Nagy K. Hanna, Mastering Digital Transformation. Towards a Smarter Society, Economy, City and Nation, Emerald Group Publishing Limited, 2016
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- David Wiraeus, James Creelman, Agile Strategy Management in the Digital Age: How Dynamic Balanced Scorecards Transform Decision Making, Speed and Effectiveness, Springer, 2019
- Xiaoming Zhu et al., Business trends in the Digital Era: evolution of theories and applications, Springer, 2016
- Sunil Gupta, Driving Digital Strategy: A Guide to Reimagining Your Business, Harvard Business Review, 2018

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The course content was correlated with local and international business requirements during various professional meetings and debates where the Lecturer took part.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Attending the exam	Grant point	10.00
10.2. S(S)	Progressive evaluation	Project, active participation, simulations, case studies	40.00
10.3. Final assessment	Correctly answering the exam questions	Online exam	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Obtaining a grade of 5.		