Department of Management, Business Faculty,

Subject Syllabus

Subject Code : BIS051

Subject Title : Introduction to Digital Business Management

Subject Specification :

This is an introductory course focuses on how students can develop new strategies and business models to enable their organization to thrive in the digital age.

Subject Overview :

Students will learn the basic definitions of digital business, key issues in digital environment, and understanding the customer behaviour in the digital age. Disruption is a force that is changing the corporate landscape like no other. Today's organisations are not just being driven to transform to meet the demands of digital. With the recent wave of disruption that has left many in its wake, firms now frequently find themselves competing with players outside their own industry. This course will encourage the students to understand factor-factor impacted by the business disruption. This course will also survey the range of frameworks used to explain digital leadership and growth mindset.

Course Objectives :

At the completion of the Introduction to Digital Business, students will make an explainer video related to digital business.

Course Method :

Lecture presentation, group presentation, case studies, and discussion.

Learning Outcome (Competence) :

- Knowledge :
    - Define the meaning and scope of digital business;
    - Recognize the ongoing business challenges of managing digital business,
    - Describe terminology in digital business, business transformation, .
- Skill :
    - Students will be able to read and demonstrate effective oral presentation skills

- Students will demonstrate effective and integrative team-work
- Students will demonstrate the ability to evaluate, and apply business and revenue models in digital business

- Attitude :
  - Students complete the course materials.
  - Students perform ability to analyze and create case study

Course content :

Week	Tittle/ Topic
I	What is digital business
II	Key issues in digital environment
III	Understanding digital customer behaviors
IV	Building data strategy & implementation
V	Digital business transformation
VI	Digital ecosystem
VII	Review session
Mid Examination	
VIII	Platform business model
IX	Path to purchase
X	Mastering disruptive business models
XI	Digital business people
XII	Growth mindset in digital business
XIII	Innovative digital business leadership
XIV	Review session
Final Examination	

Grading System :

- 35% Final Exam
- 25 % Mid Test
- 30% Coursework
- 10% Attendance (Maximum 4x absent)

Course Evaluation :

- Written
- Presentation
- Group project

- Paper (take home test)

Scheme of Work :

Session	Tittle/ Topic	Area Discussion	Activities
I	What is Digital Business	Introduction to digital business 1. The impact of digital communications on traditional business 2. What is the difference between a digital business and an e-commerce business 3. Barriers to consumer digital adoption	Lecture presentation
II	Key issues in digital environment	Key issues in digital environment 1. Macro environment 2. Micro environment 3. SLEPT Framework 4. Indonesian case	Group presentation
III	Understanding Digital Customer Behaviors	Digital Disruptions and Its Impact on Customer Experience Digital Generation Strategy in customer experience	Group presentation
IV	Building Data Strategy & Implementation	Data as a Key Strategic Asset Every Business Needs a Data Strategy Big Data The effect of big data Myth of Big Data Big Data Strategy	Group presentation
V	Digital business transformation	What Is Digital Business Transformation? Misconceptions of Digital Business Transformation Pain Points and Trigger Events of Digital Business Transformation Drivers and Enablers of Digital Business Transformation How to Transform Digitally 4 ways to stay ahead as digital disrupts your business	Group presentation
VI	Digital ecosystem	Definition of digital ecosystem How to create digital ecosystem	Group presentation
VII	Online Session	Review for Mid Test	
Midtest			

VIII	Platform Business Model	The Platform Economy Introduction & Rise of Platforms What is a Platform? Platform Business Model Definition Three Archetypal Platform Business Models 4 types of Platforms Platforms - Then & Now The Power of Network Effects 4 Advantages of Platforms	Group presentation
IX	Purchase Journey in Digital	Path to purchase Journey How to win consumers	Group presentation
X	Mastering Disruptive Business Models	Platform Growth Model Theories of Disruption The Business Model Theory of Disruption Disruptive Business Model Map	Group presentation
XI	Digital business people	Company's structure Digital skill & knowledge Remote working vs work from office	Group presentation
XII	Growth mindset in digital business	Growth mindset vs fixed mindset Apply the Lean Startup to Enterprise Scale Innovation	Group presentation
XIII	Innovative DIgital Business Leadership	Agile organization Change management Leading organization in disruptive time The Nine Imperatives for Leaders	Group presentation
XIV	Online Session	Review for Final Test	

Midterm Individual Project Guidelines :

- Create an infographic explaining the digital business transformation case study
- You can choose the object.
- The infographic should include the following topics in course subjects.
- Submit the project in pdf format, maksimum 7 pages.

Final Video Project Guideline :

- Make an examiner video in maximum 5 minutes.
- Upload the video on youtube.
- The topics should bring story problems, background information, and the topics in the course. You may choose more than one topics for the video.
- Submit the youtube link.

References :

https://docs.google.com/spreadsheets/d/1jm-nDpb6bbOFmrZpIyEs1ZOYsPi2eC5T3p5IhKoCvL4/edit#gid=0

Article
Case Study:

No.	Company	Link
1.	Facebook	https://research-methodology.net/facebook-organizational-structure-hybrid-of-hierarchical-and-divisional-organizational-structures/
2.	Amazon	https://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/amazon-case-study/ diakses 8 July 2020 05.58 am
3.	Zendesk	**https://www.cleverism.com/company/zendesk/** https://www.inc.com/magazine/201702/will-yakowicz/zendesk-copenhagen-wall-street.html
4.	Ebay	https://www.smartinsights.com/ecommerce/ecommerce-strategy/ebay-case-study-2/ diakses 8 July 2020 05.58 am
5.	Pinterest	https://www.smartinsights.com/digital-marketing-platforms/c-pinterest-case-studies-drive-engagement/
6.	Domino's Pizza	https://digital.hbs.edu/platform-digit/submission/dominos-pizza-delivering-innovation-and-profit/ https://www.forbes.com/sites/kylewong/2018/01/26/how-dominos-transformed-into-an-ecommerce-powerhouse-whose-product-is-pizza/#7478634c7f76 https://www.smartinsights.com/user-experience/customer-experience-management-cxm/dominos-pizza-case-study/

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