Faculty of Business
Management Study Program

Major of Digital Business Management

Subject Code	: DBM08
Subject Title	: Digital Workplace
Subject Specification	: 5th Semester in Digital Business Management Programme

Subject Overview

This course focuses on how student can focus on for successful digitalization and digital transformation of an organization. Students will learn how digitalization changing the business environment, digitalization creating change and changing when required, student can defines the digital workplace and describes what approach organizations need, student can describes vision and roadmap for digital workplace. Upon the completion of this course, students will be able to align the organization strategies and how to go from digital workplace strategy to design of digital service.

Course Objective :

1. Defines the digital workplace
2. Understand of how the digital workplace changing business environment.
3. Describes what digital workplace approach organizations need
4. Analyze the digital workplace strategy
5. Align digital workplace strategy to design of digital service.

Course method :

1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcomes:

1. Knowledge:
    a. Digitalization transformation and the impact to organization.
    b. Digitalization approach to organization.
    c. Digitalization strategy to organization.

2. Skills:
    a. Analytical and critical thinking: case studies, discussions, and projects.
    b. Communication skills: report, presentation and group work.
    c. Teamwork: group work and group project.

Course content :

This course will be delivered in 16 sessions as follows:

Week	Topic
1	Introduce how digitalization is Changing the business environment.
2	Work environment problems.
3	Cause of the problem and Change that is needed.
4	Defines the digital workplace and describes what approach organizations need.
5	The key to success adopting a new approach.
6	New approach is required to organization.
7	Six guiding principles
8	**Mid Examination**
9	Concept of servicification a service-dominant logic to the development of digital workplace.
10	Concept of designing a seamless workplace & Service Orientation.
11	Align outlines a vision and road map for the digital workplace with organization strategies.
12	5 step Developing strategy: Start-up & Current Stat
13	5 step Developing strategy: Future State, Road map & Completion
14	Digital workplace strategy to design digital service: involving user in the process, continuous improvement, planning service development
15	Service design and measuring progress.
16	**Final Examination**

Grading System

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate program is **60 and above.** In the Letter Grade System, the quantitative grades means

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduce how digitalization is Changing the business environment	• Introduction • Digital Transformation • The changings nature of work	Lecturing and Discussion
2	Work environment problems	• General categories for digital work environment problems • The use experience debt	Lecturing and Discussion
3	Cause of the problem and Change that is needed.	• Lack of a holistic view and coordination • Lack of user focus • Change that is needed	Lecturing and Discussion
4	Defines the digital workplace and describes what approach organizations need.	• Digital workplace capability • Digital work environment	Lecturing and Discussion
5	The key to success on adopting a new approach.	• Golden circle model • Case study	Lecturing and Discussion
6	New approach is required to organization.	• Utilizing new digital technology • Example	Lecturing and Discussion
7	Six guiding principles	• Six guiding principles • Example	Lecturing and Discussion
8	**Mid Term Examination**		
9	Concept of servicification a service-dominant logic to the development of digital workplace.	• Basic terms in service-dominant logic • Usage situations and patterns	Lecturing and Discussion
10	Concept of designing a seamless workplace & Service Orientation.	• Support the user journey • Nature of the knowledge work	Lecturing and Discussion

		• Example service orientation	
11	Align outlines a vision and road map for the digital workplace with organization strategies.	• Characteristics of an effective strategy • An agile and inclusive strategy process • Discussion	Lecturing and Discussion
12	5 step Developing strategy: Start-up & Current Stat	• Mapping and engaging stakeholders • Align business strategy and formulating vision and mission • Assessing organization maturity • Mapping demand and digital platforms	Lecturing and Discussion
13	5 step Developing strategy: Future State, Road map & Completion	• Exploring trends and driving forces • Defining and prioritizing goals • Identify user needs and digital services • Identify and check roadmap • Running retrospective • Case study	Lecturing and Discussion
14	Digital workplace strategy to design digital service: involving user in the process, continuous improvement, planning service development	• Involving users in the process and improving continously • Empathy for innovative	Lecturing and Discussion

		thinking	
15	Service design and measuring progress.	• Involving users in the process and improving continously • Empathy for innovative thinking • Validating and measuring the progress	Lecturing and Discussion
16	**Final Examination**		

Guidelines

Course works 1 - 2 :

1. Group 3 - 4 people
2. Read and deep dive journals
3. Submit it in the PPT no more than 15 slides
4. Present it during the class

Course works 3 - 4 :

1. Group 3 - 4 people
2. Assume that your own company
3. As stakeholder you want to develop the digital workplace using the 5 step developing strategy
4. Please elaborate step by step on how you want to do it
5. Define how you find the pain point, approach, strategy and provide what you want to achieve by implementing it
6. Submit in PDF, no more than 7 pages

Midterm Exam Guideline :

1. Observe and analysis the company you know or where you work
2. Define the approach that the company use to do the digital transformation in the workplace
3. Define the digital workplace that has been implemented include the tools
4. Select minimum 2 tools that is implemented and what problem that the company need to address (please state facts and data)
5. Please submit in PDF, no more than 7 pages

Final Exam Guideline :

1. Elaborate what is the work environment problem, cause the problem and also the change that is needed. Give example (company) with supporting data on how the company deal the work environment problem
2. Use the same company, please elaborate using golden circle model and highlight with the minimum 3 from 6 guiding principles that help the company to implement the digital workplace
3. According to Mohsen Attaran, Sharmin Attaran, and Diane Kirkland, how to distribute the digital workplace is distributed. Provide concrete example in the company for each of the distribution and elaborate
4. State the 5 steps developing strategy and provide a brief description, your personal thoughts on how it that steps could be improved and do better, and also example
5. Run thru the steps on how to involve the users on the digital workplace implementation and validation process with the example

References :

Book : Digital Workplace Strategy & Design: A step-by-step guide to an empowering employee experience. Oscar Berg and Henrik Gustafsson. Link here.

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