



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act 1956)

Re - accredited by NAAC with 'A' Grade

Founder: Prof. Dr. S. B. Mujumdar, MSc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Course Name : Digital Transformation Frameworks
Course Code : T3670
Faculty : Computer Studies
Course Credit : 3
Course Level : 4

Sub-Committee (Specialization) : Emerging Trends in IT

Learning Objectives :

- Explain the process of innovation, and market disruptions
- Compare the current digital technologies
- Use BCG's digital transformation framework

Books Recommended :

Book	Author	Publisher
2. Leading Digital: Turning Technology into Business Transformation .	George Westerman, Didier Bonnet, Andrew McAfee,	Harvard Business Press, 2014
A Modern Playbook of Digital Transformation	Amitabh P. Mishra and Ashish Ranjan	SAGE Publication
Digital or Death: Digital Transformation: The Only Choice for Business to Survive, Smash and Conquer	Dominic M Mazzone	Smashbox Consulting Inc. 2014.

Course Outline :

Sr. No.	Topic	Actual Teaching Hours	Contact Hours Equivalence
1	Introduction: The five domains of digital transformation: the customer, the competition, the data, innovation and the value ,Evolution of Technology,Value Chain and its deconstruction,Technology as a change agent,Technology Laws of Business Disruption Introduction to Digital Transformation Framework, types of digital transformation framework , advantages and applications.	10	10
2	Theory of Disruption,Empirical Perspective,Environmental Analysis & Competitive Life Cycle,Liability of Incumbency,Economics of Innovation,Framework of Digital Disruption	10	10
3	Data as an Asset Digital Infrastructure ,Strategic value of Digital enterprise, Securing the Digital enterprise Cases in Social Media for the following : Big Data Cloud Technology, Internet of Things (IoT)	12	12

4	Transforming Digitally - Strategy Palette - Fundamental Duality - Digital Driven Strategy - Digitization of the Core Activities - People & Organization Data Analytics Cases in Health care based on following: - Cyber Security - Artificial Intelligence (AI) - Block chain	13	13
Total		45	45

Pre Requisites :

Marketing Management Concepts
Intermediate level Computer Literacy

Evaluation :

Assignment
case studies
Class test
Project
Quiz

Pedagogy :

Case analysis
Quizzes
Project Presentation

Expert :

Mr. Satyajit wale,,Veridical Consultancy