# Syllabus

## *Descrizione corso*

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| **Titolo insegnamento** | Digital Transformation |
| **Codice insegnamento** | 25573 |
| **Titolo aggiuntivo** | |
| **Settore Scientifico-Disciplinare** | SECS-P/08 |
| **Lingua** | Inglese |
| **Corso di Studio** | Corso di laurea magistrale in Imprenditorialità e Innovazione |
| **Altri Corsi di Studio (mutuati)** | |
| **Docenti** | prof. dr. Christoph Stöckmann, Christoph.Stoeckmann@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47446 |
| **Assistente** | |
| **Semestre** | Primo semestre |
| **Anno/i di corso** | 2 |
| **CFU** | 6 |
| **Ore didattica frontale** | 36 |
| **Ore di laboratorio** | - |
| **Ore di studio individuale** | - |
| **Ore di ricevimento previste** | 18 |
| **Sintesi contenuti** | This course examines the strategic and organizational implications of digital transformation in entrepreneurial and corporate contexts. Students explore how digital technologies reshape business models, customer interactions, and internal processes. Through hands-on activities and applied frameworks, they learn to assess digital opportunities and challenges and to develop transformation strategies. The course equips students with the tools to navigate and lead digital change in business contexts. |
| **Argomenti** | Digital technologies are disrupting organizations of every size and |

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| dell'insegnamento | shape all around the world. Assumptions about strategies, processes, operations, finance, and leadership all change. By exploring the what, how and why this course provides a general overview of the scientific contents of digital transformation in a first step. In a second step the course is designed for acquiring professional skills and capabilties. Following the idea of turning threats into opportunities the course develops a practical understanding of managing the digital transformation in order to help organizations to survive and thrive in the digital age. Given the multifaceted nature of digital transformation the course addresses managerial issues related to strategy, processes, technology, innovation, marketing, finance, leadership, and culture in a digitalized economy. |
| Parole chiave | Digital disruption; digital business strategy; Digital change management & culture; The people side of digital transformation; Implementing Artificial Intelligence |
| Prerequisiti | |
| Insegnamenti propedeutici | |
| Modalità di insegnamento | Frontal lectures and team-based project work (case-based) |
| Obbligo di frequenza | |
| Obiettivi formativi specifici e risultati di apprendimento attesi | |
| Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.) | |
| Modalità di esame | For attending students: The achievement of the learning objectives is assessed through three outcome measures:<br>• Written exam (45%): A written exam is designed to measure the knowledge of the contents and their deeper comprehension.<br>• Project work (45%): Students will directly apply the knowledge and skills acquired to tackle digital opportunities and transformation challenges through multiple case studies, with three of their choice being graded. The demands of this team-based project work go beyond the mere application of previously learned content. They require the development of a new mix of activities: transitioning from course-prepared to self-directed learning, mastering tools and their practical application, and exercising |

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| | critical judgment in evaluating various approaches. The outcomes of the group project work will be presented and documented in written case analyses.<br>• Class participation (10%): Assessment of participation in class and accompanying project units will relate to oral and written (e.g., team discussions) contributions by students.<br><br>For non-attending students: The achievement of the learning objectives is assessed through a single outcome measure:<br>• Written exam (100%): A written exam is designed to measure both the knowledge of the contents and their deeper comprehension as well as the application of what has been learned.<br><br>NOTE: Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame. |
| Criteri di valutazione | For attending students: The final grade results from the addition of the following partial achievements (1) Written exam (45%), (2) Project work (45%), (3) Class participation (10%)<br><br>The following evaluation criteria are essential for the assessment:<br>• Correctness and reliability of the statements<br>• Structure and clarity of the statements<br>• Logic and coherence of the statements<br>• Integration and interconnectedness of the learned content<br>• Quality and extent of the research<br>• Choice and application of the learned content<br>• Quality, applicability, and innovativeness of the results<br>• Activity and proactivity regarding the contributions<br><br>For non-attending students: The final grade results from the (1) Written exam (100%).<br><br>The following evaluation criteria are essential for the assessment:<br>• Correctness and reliability of the statements<br>• Structure and clarity of the statements<br>• Logic and coherence of the statements<br>• Integration and interconnectedness of the learned content |

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| | • Choice and application of the learned content<br>• Quality, applicability, and innovativeness of the results |
| **Bibliografia obbligatoria** | Will be announced on a case basis. |
| **Bibliografia facoltativa** | • Gupta, S. (2018). Driving Digital Strategy: A Guide to Reimagining Your Business. Boston: Harvard Business Review Press.<br><br>• Iansiti, M. & Lakhani, K. R. (2020). Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World. Boston: Harvard Business Review Press.<br><br>• Kane, G. C., Phillips, A. N., Copulsky, J. R., & Andrus, G. R. (2022). The Technology Fallacy How People Are the Real Key to Digital Transformation. Cambridge: MIT Press.<br><br>Osterwalder, A., & Pigneur, Y. (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken : John Wiley.<br><br>• Rogers, D. L. (2016). Digital Transformation Playbook: Rethink Your Business for the Digital Age. New York : Columbia Business School Publishing.<br><br>• Siebel, T. M. (2019): Digital Transformation: Survive and Thrive in an Era of Mass Extinction. New York : RosettaBooks.<br><br>• Uria-Recio, P. (2024): How AI Will Shape Our Future: Understand Artificial Intelligence and Stay Ahead. Machine Learning. Generative AI. Robots. Quantum AI. Super Intelligence. Amazon. |
| **Altre informazioni** | |
| **Obiettivi di Sviluppo Sostenibile (SDGs)** | Buona salute, Parità di genere, Ridurre le disuguaglianze, Innovazione e infrastrutture, Buona occupazione e crescita economica |