

Course Outline

Course Code	: BSN3715
Course Title	: Digital Strategy
Semester	: Semester 2, Academic Year 2023/2024
Faculty	: Ass. Professor Amit Jain
Department	: Strategy & Policy
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Overview

This course introduces students to digital technologies such as platforms, big data and predictive analytics, machine learning, block chain, and internet of things. Understanding the mechanisms by which these developments disrupt industries enables organizations to develop strategies to address disruption to their activities. Even though companies have been subject to successive shocks such as the industrial and computing revolutions, technology and innovation management has remained critical for their product strategy, differentiation, and competitiveness. Today digital corporations (such as Google, Amazon, Facebook, Alibaba, Uber, Netflix, Bitcoin...) have changed the status quo and revolutionized business. They have few products but many services, and they connect people to one another. This module introduces students to digital technologies and strategies and prepares them to think of strategy and innovation in a digital context, and export this to their organizations to engage in disruptive transformation.

Course Objectives

By the end of this course, students are expected to:

- Identify, evaluate, and analyze challenges a business faces with respect to digitization
- Identify potential opportunities that may result from the above-mentioned challenges
- Based on the threats and opportunities identified above, be able to chart out strategies and responses their companies may follow. In addition, based on their analyses, envision entrepreneurial opportunities that arise.

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

There is no textbook for the course. Readings are taken as per their merit from a number of sources available from Library eReserves, and will be provided in Canvas.

Assessment

Assessment Components	Weightage
Individual Class Participation	30 %
Group case presentation	10 %

Final Test	30%
Group Project and Presentation	30 %

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>