

Course Outline

Course Code	: BSN3715
Course Title	: Digital Strategy
Semester	: Semester 2, Academic Year 2024/2025
Faculty	: Hon Mun Yip
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Overview

Digital technologies have profoundly transformed our lives, shifting from mere conveniences to essential elements seamlessly integrated into our daily routines. They have revolutionized how we interact, work, learn, and access information.

This course introduces students to advanced digital competencies, covering topics such as platforms, big data analytics, predictive modeling, machine learning, blockchain, and the Internet of Things. By understanding the mechanisms of disruption, organizations and businesses can craft resilient strategies to navigate technological upheavals.

Today, digital corporations like Google, Amazon, Facebook, Alibaba, Uber, Netflix, and Bitcoin have changed the status quo, reshaping the business landscape. These companies offer few physical products but many services, connecting people across the globe.

This course equips students with the knowledge to think strategically and innovatively in a digital context, empowering them to apply these insights within their organizations and drive disruptive transformation

Course Objectives

This course provides students an in-depth understanding of Digital Strategy. By the end of the course, students are expected to:

- Identify, evaluate, and analyze key challenges that businesses face in the era of digitization.
- Recognize potential career paths and business opportunities emerging from these digital challenges.
- Formulate strategic responses and action plans for their companies based on the identified threats and opportunities. Additionally, envision entrepreneurial ventures inspired by their analyses.

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

The course requires a good amount of reading and reflection in between classes. Reading material will be provided in each classes and taken as per their merit from a number of sources available from Library eReserves, and will be provided in Canvas. You are expected to read the assigned material before each class.

Assessment

Assessment Components	Weightage
Class Attendance	10%
Class Participation and Reflection	30%
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’s 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>

About me . . .

Hi, I am an Investor-CEO-turned-Professor with a deep passion for digital transformation. I draw on real-life experience from both global technology corporations and startups to show you how to turn today’s opportunities into successful careers. Join me to learn how technology is reshaping industries—and how you can be part of that change!

Schedule and Outline

In this course, we will explore a range of transformative concepts and technologies that are reshaping industries and creating new opportunities:

- **Disruptive Innovation:** Understanding how groundbreaking innovations challenge established markets, leading to shifts in industry dynamics.
- **Blue Ocean Strategy:** Learning strategies to create new market spaces, or "blue oceans," where competition is minimal, allowing companies to thrive by innovating beyond traditional boundaries.
- **Richness and Reach:** Examining the trade-off between delivering detailed, customized information (richness) and reaching a larger audience, and how digital tools are reshaping this balance.

- **Artificial Intelligence (AI):** Exploring AI's role in automating tasks, enhancing decision-making, and creating new products across industries.
- **Fintech:** Investigating how digital technologies are transforming the financial industry, from digital payments to blockchain-based systems.
- **Biotech:** Analyzing advances in biotechnology, including genetic engineering and bioinformatics, and their impact on healthcare, agriculture, and environmental solutions.
- **Climate Tech:** Looking into technologies focused on combating climate change, including innovations in renewable energy, carbon capture, and sustainable production.
- **Platform Strategy:** Studying how platform-based business models, like those of Uber and Airbnb, facilitate interactions between producers and consumers, disrupting traditional industries.
- **Cloud Computing:** Understanding how cloud-based solutions enable scalable data storage, flexible IT infrastructure, and collaboration, revolutionizing business operations.
- **Big Data:** Learning how massive datasets are collected, analyzed, and used to drive strategic decision-making and personalized customer experiences.
- **Blockchain:** Examining the decentralized ledger technology that enables secure transactions, digital currencies, and new business models across various sectors.
- **Internet of Things (IoT):** Exploring the network of connected devices that collect and share data, driving innovation in sectors like smart homes, healthcare, and manufacturing.