

JSPD202: Introduction To Digital Business

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CREDIT – 3

Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours	Group Work/ Supervised Learning Hours	Directed Learning Hours	Total Hours
30	15	45	90

Learning Outcomes for the Course

- How digital technology drives business transformation
- Platform economy and non-linear process to unlock customer value
- Models to build digital leadership
- The transformation challenge and why digital transformations fail

TOPICS COVERED

- Understanding of what is digital business and its characteristics
- Platform business and shared economy
- Hope pipe business different from platform business
- What are the domains of digital transformation
- How to unlock customer value chain
- Remapping the industry and the enterprise for digital transformation
- How to design business model
- Business Model Canvassing
- Building blocks of digital transformation
- Designing the rule book, right for your business
- Why Digital Transformation fails
- Capstone Project: building digital business model at a traditional business house

For additional details, visit : <https://jagsom.edu.in/careertrack/>

Meet our faculty: <https://jagsom.edu.in/faculty-directory/>