

COURSE OUTLINE- PGDM

Name of Course & Course Code

JSPD202 Introduction To Digital Business

SECTION 1 – GENERAL INFORMATION

1.1 Course Faculty

Faculty	Dr. Sundar Raj Vijayanagar Dr. Manali Chatterjee
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1.2 Level

Tick applicable Level

Foundation	Core	Level 1	Level 2	Level 3
	✓			

1.3 Course Weight

Indicate the credit point weighting of this Course

Course credit points
3

1.4 Course workload

Using the table below, indicate the expected student workload per course.

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

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

- ☒ Face to face on site
- ☒ Work-integrated learning activity
- ☒ Mixed/blended
- ☒ Full-time
- ☒ Other (please specify)

Case-study, Guest Lectures

1.6 Pre-requisites required for the Course, if any

Yes ☐ No ☒

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, and physical education equipment)?

Yes ☐ No ☒

If YES, provide details of specialist facilities and/or equipment below.

1.8. Linkage to Career Goals

Please fill the details

Complements to a career track in IT, Technology, Chief Digital Officer, and business transformational roles. Will help in a career in customer experience management or digital experience management at end user organization, ISV (independent software vendors) or product / solutions providers like Oracle, SAP, IBM

1.9. Alignment with Learning Goals and Learning Objectives

Aligned to:

Aligned to GLG 6: Functional Knowledge; LO 6.1: Knowledge of Business Function

Where Assessed:

End Term exams

1.10. Linkage to Multiple Intelligences

Tick all applicable options

- ☐ Verbal-Linguistic
- ☒ Logical-Mathematical
- ☐ Spatial Visual
- ☐ Bodily-Kinesthetic
- ☐ Musical
- ☐ Interpersonal
- ☐ Intrapersonal
- ☐ Naturalist

1.11. Linkage to IDEAS Framework

Tick all applicable options

- ☐ Innovation
- ☐ Design Thinking
- ☐ Entrepreneurial Attitude
- ☒ Automation
- ☒ Solutioning

SECTION 2 – ACADEMIC DETAILS

2.1 Learning Outcomes for the Course

Learning outcomes for Course (Use Bloom's Taxonomy as applicable)	
1.	How digital technology drives business transformation
2.	Platform economy and non-linear process to unlock customer value
3.	Models to build digital leadership
4.	The transformation challenge and why digital transformations fail

2.2 Assessment

Assessment task		
Type *	When assessed - Session Week	Weight
Class Participation during case-discussion and pre-reading of cases	Throughout the term	10%
Assignments	Weekly	10%
Midterm Exam	September third week	20%
Groupwise Project Presentations (before mid-term) (before end-term)	Before 10 th and 22 nd Sessions	10%
		10%
End Term Exam	End of Course	40%
Total		100%

* Note: The final examination will be 'applications' oriented for about 2 hours.

2.3 Session Wise Details

(Add Modules as Required)

S I. N O	Session	Topic	Pedag ogy	Pre-session Readings / Application Exercises	ESG Content
Each Module has a structure that will be followed right through the course. For case sessions, it is mandatory to come prepared to class after reading, discussing within your respective groups and analysing the cases. Pre-reads and cases specified for the relevant sessions should be read before each class.					
Module 1: Introduction to Digital Business					
Learning Objectives <ul style="list-style-type: none"> 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 					
Faculty: Dr.Sundar Raj Vijayanagar/ Dr. Manali Chatterjee					
1	Session 1	<ul style="list-style-type: none"> Introduction What is Digital Business Elements of Digital Business Digital Business Models Benefits of Digital Business Role of digital business in sustainability Importance of ethical governance in digital platforms How digital businesses can influence social impact 	PPT, Lecture, Cases	Videos: <ul style="list-style-type: none"> CISCO, Philips & Blue Infinity 6 focus areas to become a Digital Enterprise Case Study: <ul style="list-style-type: none"> Ionology & Gartner 	✓
2	Session 2	<ul style="list-style-type: none"> Gartner's Six Key Steps Digital Enterprise Key Elements of a Digital Enterprise 	PPT, Lecture, Cases	Articles: <p>Digital Enterprise</p> <p>The seven traits of effective digital enterprises</p> <p>Competitive strategies in digital era Vs traditional era</p> <p>Post-read:</p> <p>Week 1 of Coursera course</p> <p>Digital Business Models - Introduction to Digital Business Models - Week 1 Coursera</p>	

S I. N O	Session	Topic	Pedag ogy	Pre-session Readings / Application Exercises	ESG Content
4	Session 3	Pipes vs Platforms thinking <ul style="list-style-type: none"> ○ Players in a platform ecosystem ○ Properties of platform 	PPT, Lecture, Cases	Videos: The shift from pipes to platforms Articles: <ul style="list-style-type: none"> • Pipes vs. Platforms 	
5	Session 4	<ul style="list-style-type: none"> ○ Types of Platforms ○ How pipes differ from platforms ○ ONDC 	PPT, Lecture, Cases		
7	Session 5	Five Domains of Digital Transformation <ul style="list-style-type: none"> ○ Customers ○ Data Competitors 	PPT, Lecture, Cases	The Digital Transformation Playbook by David Rogers Videos: Five Domains of Digital Transformation Articles: Five Domains of Digital Transformation	
8	Session 6	<ul style="list-style-type: none"> ○ Value ○ Innovation Value co-creation 	PPT, Lecture, Cases	Article: <ul style="list-style-type: none"> • Art of innovation by Guy Kawasaki (Video) Post read: Week 3 of Coursera course Digital Business Models - Developers as the new Decision Makers - Week 3 Coursera <ul style="list-style-type: none"> • 	
10	Session 7	Impact of digital on traditional economic theory;	PPT, Lecture, Cases	Article: <ul style="list-style-type: none"> • Digital is turning the economies of scale paradigm on its head 	

S I. N O	Session	Topic	Pedag ogy	Pre-session Readings / Application Exercises	ESG Content
1 1	<i>Session 8</i>	How Digital is Eating the World <ul style="list-style-type: none"> • Why Successful companies fail? • What are the success traps • Laws that influence new Digital Business Infrastructure <ul style="list-style-type: none"> ○ Moore's Law ○ Metcalfe's Law ○ Gilders Law ○ Nielsen's Law 		<ul style="list-style-type: none"> • The Digital Matrix by Venkat Venkatraman, page 6-18 	
1 3	<i>Session 9</i>	The nexus of Scale, Scope and Speed; examples	PPT, Lecture, Cases	The Digital Matrix by Venkat Venkatraman, page 18-30	
Module 2: Strategies to create Network Value Learning Objectives <ul style="list-style-type: none"> ○ How to unlock customer value chain ○ Remapping the industry and the enterprise for digital transformation Faculty: Dr. Sundar Raj Vijayanagar/ Dr. Manali Chatterjee					

S I. N O	Session	Topic	Pedag ogy	Pre-session Readings / Application Exercises	ESG Content
1 4	<i>Session 10</i> <i>Session 11</i>	<p>Basic Business Models</p> <p>Network Effects</p> <p>Strategies to create Network Value (with theory and example):</p> <ul style="list-style-type: none"> • Technology • Assets • Strategy • Leadership • Customers • Revenues • Employees • Measurement • Boards • Mindset <p>Building ESG considerations into digital transformation strategies.</p>	PPT, Lecture, Cases	<p>The Network imperative- Barry Libert, E-book Page: Page 5-12</p> <p>The Network imperative- Barry Libert, E-book Page: Page 13-22</p> <p>Post read: Week 4 of Coursera course</p> <p>Digital Business Models - Developers as the Engine of Digital Business Models - Week 4 Coursera</p>	✓
1 5	<i>Session 12</i>	<ul style="list-style-type: none"> • Introduction to PIVOT framework 	PPT Class Lecture	The Network imperative- Barry Libert, E-book Page: Page 24-30	
<p>Module 3: Implementing Digital Business Model</p> <p><i>Learning Objectives</i></p> <p>a) How to design business model</p>					

S I. N O	Session	Topic	Pedag ogy	Pre-session Readings / Application Exercises	ESG Content
b) Business Model Canvassing c) Building blocks of digital transformation Faculty: Dr. Sundar Raj Vijayanagar/ Dr. Manali Chatterjee					
17	Session 13-14	Basic types of Business models The intersection of digital business models and sustainability	PPT, Lecture, Cases	Article What Is A Business Model? 23 Types of Business Models	✓
19	Session 15	<ul style="list-style-type: none"> Business Model Canvas 		Post read: Week 2 of Coursera course Digital Business Models - How Internet companies use digital business models - Week 2 Coursera	
21	Session 16-19	Digital Business Modeling <ul style="list-style-type: none"> How to develop a business model Digital Key Elements Digital Key Focus Areas Connecting Business to Digital 	PPT, Lecture, Cases	SAP White Paper on Digital Business Modeling: A structured approach towards digital transformation	
23	Session 20	<ul style="list-style-type: none"> Lean Start-up Principles 	PPT, Lecture, Cases	Post-read: Week 5 of Coursera course Digital Business Models - Build your own Digital Business Model - Week 5 Coursera	
Module 4: Leading the Game Learning Objectives <ul style="list-style-type: none"> a) Designing the rule book, right for your business b) Why Digital Transformation fails c) Capstone Project: building digital business model at a traditional business house Faculty: Dr. Sundar Raj Vijayanagar/ Dr. Manali Chatterjee					
25	Session 21	Digital Matrix: Design the rule book that is right for your business <ul style="list-style-type: none"> -Orchestrate and participate across Ecosystems, ethics, 	Class discussion	The Digital Matrix by Venkat Venkatraman, Page 124-167	✓

S I. N O	Session	Topic	Pedag ogy	Pre-session Readings / Application Exercises	ESG Content
		social and political issues, governance <ul style="list-style-type: none"> • How ESG governance can guide digital business leaders in their decision-making and operational strategies. 			
3 1	Session 22	<ul style="list-style-type: none"> • Why digital transformations fail and what to do about it? • Challenges of digital transformation failures, focusing on missing ESG alignment, lack of clear sustainability objectives, or inadequate governance structures. 	Class discussion		✓
3 3	Session 23-24	Presentation on group projects <ul style="list-style-type: none"> - Building digital business model for a traditional business house - Wrap Up 	Group Submission and Presentations		

1.11 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the Course.

Reference Text

1. The Digital Matrix by Venkat Venkatraman
2. Online resources to be shared during the course
3. Cases from Harvard Business School

COURSERA course link:

[Digital Business Models - Lund University - Course Info | Coursera](#)

Note: Completing the Coursera certification is mandatory to appear for end term exam