

DESCRIPTION OF ELECTIVE COURSE

Name of the school: Haute école de gestion de Genève	Academic Year: 2023-2024
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Strategy and practice for digital transformation
4. Code	31032
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>The course “Strategy and practice for digital transformation” is designed to provide students with a comprehensive understanding of the concepts and practices of digital transformation in organizations. The focus of the course is on the strategies and tactics required to successfully lead digital change within an organization, from both a theoretical and practical perspective.</p> <p>The course starts with an introduction to digital transformation and its impact on organizations, including the different theories and frameworks of digital change and transformation. Students then learn about the different strategies and approaches for leading digital transformation and the role of leadership in driving digital change within an organization.</p> <p>The course also delves into the challenges and obstacles faced during digital transformation and explore ways to overcome them. Topics such as data management, operating model, positive mindset, and emerging technologies are emphasized as crucial elements in supporting transformation, and their importance is discussed in detail.</p>

	<p>Throughout the course, students have the opportunity to apply their learning through case studies and practical applications and work on group projects to develop their skills in leading and managing digital change.</p> <p>The course is articulated into 2 different parts:</p> <ol style="list-style-type: none"> 1. Fundamentals of Digital Transformation: This part covers the basic concepts and theories of digital transformation, including their impact on organizations and the digital/IT landscape. Topics covered in this section include the digital transformation journey, digital transformation models and frameworks, and the role of technology in digital transformation. 2. Challenges in Implementation: In this part, students learn about the various challenges that organizations face when implementing digital transformation. Topics covered include change management, resistance to change, data security and privacy, operating model and governance, and the need for continuous improvement. Students also learn about best practices for overcoming these challenges and ensuring a successful digital transformation journey. This part also covers the importance of measuring and tracking the impact of digital transformation, and how to effectively communicate the results and benefits to stakeholders. <p>At the end of the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the basics and fundamentals of digital transformation, including its impact on organizations and the digital landscape. • Implement a digital transformation journey, including the different stages and models for planning and implementation. • Understand the role of technology in digital transformation, including the use of cloud computing, artificial intelligence, the Internet of Things (IoT), and blockchain. • Evaluate the importance of change management and stakeholder engagement in ensuring a successful digital transformation journey. • Have a clear view of the challenges faced during digital transformation, including resistance to change, data security and privacy, and continuous improvement. • Learn best practices for overcoming these challenges and ensuring a successful digital transformation journey. • Understand the importance of data-centric decision-making and how to effectively communicate the results and benefits of digital transformation initiatives. • Understand the role of leadership in driving digital change within an organization and the impact of digital transformation on organizational culture. • Learn from real-world case studies and practical applications of digital transformation, including the impact on business strategy and customer experience.
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	<ul style="list-style-type: none"> Envision the future of digital transformation and the potential impact of emerging technologies on organizations and the digital landscape.
10. Contents (General themes and descriptions, the accurate content may change)	<p>Concepts and best practices:</p> <ul style="list-style-type: none"> Theories and frameworks of digital transformation and its impact on organizations. Different strategies and approaches for leading digital transformation. The role of leadership in driving digital change within an organization. Data management, Cloud solutions, and the use of emerging technologies in support of digital transformation. Real-world case studies and practical applications of digital transformation. A comprehensive understanding of the importance of a data-centric approach to digital transformation, and how to effectively communicate the results and benefits to stakeholders. Leadership roles in organizations undergoing digital transformation; how to drive change and manage risk effectively. <p>Challenges in implementation:</p> <ul style="list-style-type: none"> Organizational culture: Discussing how organizational culture can impact the success of digital transformation initiatives and how leaders can work to create a culture that supports change. Change management: Exploring best practices for managing change and overcoming resistance to change, including communication strategies, training programs, and stakeholder engagement. Data governance, security and privacy: Examining the challenges and risks associated with protecting sensitive data in a digital environment, including data breaches and data privacy regulations. Measuring success: Examining metrics and KPIs that can be used to measure the success of digital transformation initiatives, including customer satisfaction, employee engagement, and business outcomes. Organizational readiness: Assessing an organization's readiness for digital transformation, including its digital maturity, technology infrastructure, and leadership capacity.
11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> Mid-term assessments during weeks 1 to 15 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
12. Remediation/repetition	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6.</p> <p>When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial</p>

	exam. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Yvan Cognasse, https://www.linkedin.com/in/yvancognasse/ And other lecturers
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other