

IB9KP-10 Digital Leadership

20/21

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Ram Gopal

Credit value

10

Module duration

4 days

Assessment

100% coursework

Study location

WBS in London (The Shard)

Description

Introductory description

The module seeks to develop the ability to build the digital business models for future business success and sustainability. It offers a business-focused understanding of platform strategy, artificial intelligence, and new data analytics approaches. It also seeks to develop an understanding of the managerial skills required for successfully leading digital transformation, where knowledge that cut across the different digital domains is needed.

[Module web page](#)

Module aims

The general aim of this module is to offer a broad perspective on digital leadership and its relevance for contemporary businesses. More specifically, students will:

- Explore basic digital platform concepts and their competitive, strategic, and regulatory implications in various industries.
- Explore artificial intelligence concepts and their competitive, strategic, and regulatory implications in various industries.
- Explore data analytics concepts and their business implications.
- Discuss and apply digital leadership skills.

- Analyse cases of digital transformation, platform strategy, artificial intelligence and business analytics.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

This module covers the following topics:

- Digital transformation.
- Digital business models.
- Business use of data analytics.
- Platform business models.
- Platform regulation.
- Digitalisation.
- The skills of the new machines.
- Economy: The jobs of the future.
- Technologies: artificial intelligence, machine learning, robotics, business analytics.
- Business: Racing with the machines.
- Artificial intelligence and productivity.
- Algorithmic management.
- Cybersecurity.
- Policy and regulation.

Learning outcomes

By the end of the module, students should be able to:

- To critically understand digital leadership as it cuts across new business models, digital platforms, artificial intelligence, cybersecurity, analytics, and so on.
- To critically understand the nature of platform strategy and the specific challenges of both (a) launching a new platform business and (b) developing platform thinking in a traditional business.
- To critically understand the nature of artificial intelligence and its implications on business, jobs, and skills.
- To comprehend the main platform frameworks and concepts that underpin digital leadership.
- Demonstrate the ability to think critically about digital transformation.
- Develop problem-solving skills.
- Develop coherent lines of argument.

Indicative reading list

[Reading lists can be found in Talis](#)

Subject specific skills

Gain practical experience of applying specific digital leadership concepts to case situations.

Transferable skills

Enhance research skills and the ability to effectively search, gather and utilise information.

Study

Study time

| Type | Required |
|---------------|--|
| Lectures | 4 sessions of 7 hours 30 minutes (30%) |
| Private study | 28 hours (28%) |
| Assessment | 42 hours (42%) |
| Total | 100 hours |

Private study description

Private Study and preparation for lectures

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

| | Weighting | Study time | Eligible for self-certification |
|-----------------------|-----------|------------|---------------------------------|
| Assessment component | | | |
| Individual Assignment | 80% | 25 hours | Yes (extension) |

Reassessment component is the same

Assessment component

| | Weighting | Study time | Eligible for self-certification |
|---------------------------|------------------|-------------------|--|
| Group Presentation Slides | 20% | 17 hours | Yes (extension) |

Reassessment component is the same

Feedback on assessment

Feedback via my.wbs.

Availability

Courses

This module is Optional for:

- Year 2 of TIBS-N1Q1 Postgraduate Business Administration (Executive) London
- Year 2 of TIBS-N1Q4 Postgraduate Business Administration (Executive) London
- Year 2 of TIBS-N1Q5 Postgraduate Business Administration (Executive) London
- Year 1 of TIBS-N1P2 Postgraduate Taught Business Administration
- TIBS-N1PW Postgraduate Taught Business Administration (Distance Learning)
 - Year 2 of N1PW Business Administration (Distance Learning)
 - Year 3 of N1PW Business Administration (Distance Learning)
- Year 2 of TIBS-N1Q2 Postgraduate Taught Business Administration (Distance Learning)
- Year 2 of TIBS-N1Q9 Postgraduate Taught Business Administration (Distance Learning) London
- TIBS-N1P9 Postgraduate Taught Business Administration (Executive)
 - Year 2 of N1P9 Business Administration (Executive)
 - Year 3 of N1P9 Business Administration (Executive)
- Year 2 of TIBS-N1Q3 Postgraduate Taught Business Administration (Executive)