

IB9KP-10 Digital Transformation

24/25

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Isabel Fischer

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 seeks to develop an understanding of the skills required for conceptualizing digital transformation as well as also smaller stand-alone projects that use 'new technologies', such as machine learning.

[Module web page](#)

Module aims

The general aim of this module is to offer a broad perspective on digital transformation and digital projects. More specifically, students will:

- Explore basic digital platform concepts and their competitive, strategic, and regulatory implications
- Explore artificial intelligence concepts and their competitive, strategic, and regulatory implications
- Explore data analytics concepts and their business implications
- 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 will cover a selection of the following topics:

- Digital transformation
- Technologies: artificial intelligence / machine learning and blockchain
- Business use of data analytics
- Platform business models
- Ethics and regulation

Learning outcomes

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

- Demonstrate critical understanding of digital transformation as it cuts across new business models, digital platforms, artificial intelligence, cybersecurity, analytics, and so on.
- Demonstrate critical understanding of 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.
- Demonstrate critical understanding of the nature of artificial intelligence and its ethical implications
- Demonstrate the ability to think critically about digital transformation.
- Demonstrate coherent lines of argument
- Enhance research skills and the ability to effectively search, gather and utilize information.

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

Demonstrate problem-solving skills.
Demonstrate written communication

Study

Study time

Type	Required
Lectures	27 sessions of 1 hour (48%)
Private study	29 hours (52%)
Total	56 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 A1

Assessment component	Weighting	Study time	Eligible for self-certification
Individual Assignment (10 CATS)	80%	35 hours	Yes (extension)
Reassessment component is the same			
Assessment component			
Group Presentation Slides 16 slides maximum	20%	9 hours	No
Reassessment component			
Individual assignment			Yes (extension)

Feedback on assessment

Feedback via my.wbs.

Availability

There is currently no information about the courses for which this module is core or optional.