

Module Details

Module Code:	H7DBT
Long Title:	Digital Business Transformation
Title:	Digital Business Transformation
Module Level::	LEVEL 7
EQF Level:	6
Credits::	10
Module Coordinator:	CRISTINA HAVA MUNTEAN
Module Author::	David McCarthy
Departments:	School of Computing

Specifications of the qualifications and experience required of staff

Learning Outcomes

On successful completion of this module the learner will be able to:

#	Learning Outcome Description
LO1	Investigate methodologies to assess the impact of market and societal forces salient to digital business transformation
LO2	Identify core principles, frameworks and tools for digital business transformation that make use of emerging technologies to support stakeholders
LO3	Specify, analyse, design and implement a solution that makes use of emerging digital technologies and theory of digital business transformation for a practical business case study
LO4	Explain and justify the use and application of emerging digital technologies for a project

Dependencies

Module Recommendations

This is prior learning (or a practical skill) that is required before enrolment on this module. While the prior learning is expressed as named NCI module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).

No recommendations listed

Co-requisite Modules

This is a list of modules that must be studied if this module is selected as an elective or has an integrative assessment

No Co-requisite modules listed

Entry requirements

Indicative Content

Week 1

• Fundamentals of Transformation • Overview of approaches utilised by leading management consulting companies (e.g. McKinsey, Bain, BCG) • Introduction to the analysis of opportunities in global trends and in industry-specific challenges • Review of Emerging Digital Technologies

Week 2

• Six guiding principles of DBT: transformation, holistic, response, innovation, value, enterprise • Elements of the business case for DBT • Benchmarking tools, e.g. strategy canvas • Porter's Five Forces Analysis framework

Week 3

• 17 Sustainable Development Goals (SDGs) framework • Governance, business strategy, business models • Leadership mindset, workforce culture

Week 4

• Defining value • Value- vs. cost-driven models • Value creation and measurement • Innovation methodologies • Role of culture and mindset • Creative potential within the organisation

Week 5

• Key stages of the DBT continuum: • Discover, define, ideate, prioritise, plan, execute, evaluate • Key project management principles

Week 6

• Key stakeholders to involve in the DBT process • Alignment of key resources • Management support • Milestone and expectation management

Week 7

- Identification of user requirements • Concept and customer experience (UX) design, e.g. customer journey • Prototyping with emerging technologies

Week 8

- Low vs high fidelity prototypes • Testing the success of DBT prototypes • Beta testing and user validation

Week 9

- Key metrics for assessment of DBT success • Mapping the value added by emerging technologies • Incremental change as an enabler of transformation: risk tolerance and iteration • Transformation vs change

Week 10

- Cultivating an culture of reflection • Connecting all the dots: DBT do's and don'ts • Key lessons learned

Week 11

- Expanding the scope of the DBT roadmap • Building on what works

Week 12

- Ongoing opportunities to address societal challenges • Staying nimble to innovate with emerging digital technologies

Module Content & Assessment**Assessment Breakdown**

	%
Coursework	100.00%

Assessments**Blended****Coursework**

Assessment Type	Assignment 1	% of Total Mark	30
Timing	n/a	ASSESSMENT_LearningOutcomes	1,2
Non-Marked	No		

Assessment Description

Presentation of the DBT roadmap solution addressing the key steps of transformation journey. This includes all aspects of the DBT framework. There must be evidence that the model is aligned to the needs previously identified in the proposal.

Assessment Type	Assignment 2	% of Total Mark	70
Timing	n/a	ASSESSMENT_LearningOutcomes	3,4
Non-Marked	No		

Assessment Description

The final report submission builds on the DBT roadmap previously submitted and covers all elements of DBT in respect to the selected case study. Key criteria for assessing DBT will be clearly highlighted and how it aligns to the needs originally mapped. Appropriate academic referencing must be followed. The student is required to present their work.

No End of Module Assessment Approved

No Workplace Assessment Approved

Part Time**Coursework**

Assessment Type	Assignment 1	% of Total Mark	30
Timing	n/a	ASSESSMENT_LearningOutcomes	1,2
Non-Marked	No		

Assessment Description

Presentation of the DBT roadmap solution addressing the key steps of transformation journey. This includes all aspects of the DBT framework. There must be evidence that the model is aligned to the needs previously identified in the proposal.

Assessment Type	Assignment 2	% of Total Mark	70
Timing	n/a	ASSESSMENT_LearningOutcomes	3,4
Non-Marked	No		

Assessment Description

The final report submission builds on the DBT roadmap previously submitted and covers all elements of DBT in respect to the selected case study. Key criteria for assessing DBT will be clearly highlighted and how it aligns to the needs originally mapped. Appropriate academic referencing must be followed. The student is required to present their work.

No End of Module Assessment Approved

No Workplace Assessment Approved

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

Reassessment Description

If a pass grade is not achieved, students must undertake a continuous assessment that assesses all learning outcomes. This could be a different project or the same that was previously submitted provided that significant modifications have been made.

NCIRL reserves the right to alter the nature and timings of assessment

Module Workload**Module Target Workload Hours 0 Hours****Workload: Blended**

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Per Semester	1.00	12
Tutorial	Contact	No Description	Per Semester	1.00	12
Directed Learning	Contact	Directed eLearning	Per Semester	1.00	12
Independent Learning	Non Contact	No Description	Per Semester	17.83	214
Total Weekly Contact Hours					3.00

Workload: Part Time

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Per Semester	2.00	24
Tutorial	Contact	No Description	Per Semester	1.00	12
Independent Learning	Non Contact	No Description	Per Semester	17.83	214
Total Weekly Contact Hours					3.00

Module Resources*Recommended Book Resources*

David L. Rogers. (2016), The Digital Transformation Playbook, Columbia Business School Publishing, p.278, [ISBN: 9780231175449].

Thomas M. Siebel. (2019), Digital Transformation, RosettaBooks, p.256, [ISBN: 1948122480].

Supplementary Book Resources

Ash Maurya. (2012), Running Lean, "O'Reilly Media, Inc.", p.207, [ISBN: 1449305172].

Clayton M. Christensen. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, [ISBN: 1633691780].

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note: