

DIGITAL TECHNOLOGY

II Semester: MBA																				
Course Code	Category	Hours / Week			Credits	Maximum Marks														
CMBC25	Elective	L	T	P	C	CIA	SEE	Total												
		3	-	-	3	30	70	100												
Contact Classes:45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45															
<p>I. COURSE OVERVIEW: This course is designed to understand, communicate, and adapt to a digital world as it impacts the personal life, society, and the business world. This course exposes to foundational knowledge in hardware, software, programming, web design, IT support, and networks with hands-on activities and focused tasks. This course will apply the knowledge to situations and defend the actions/decisions/choices through the information and skills acquired in this course.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. Digital enterprise skills and draft various forms of company correspondence. II. The development of digital enterprise transformation. III. The concept of digital enterprise transformation from the company leader’s perspective. IV. The autonomous functions of IT systems. V. The enterprise IOT mechanism. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <p>CO 1: Develop digital capabilities and business models to enhance competitive advantages. CO 2: Recognize the evolution of digital enterprise transformation in order to boost gross sales or revenue. CO 3: Examine the digital enterprise from a company leader’s perspective to foster a culture of innovative thinking and intellectual curiosity. CO 4: Identify the role of context awareness in interactive digital experiences and awareness experiences to ensure that customers feel valued and understood. CO 5: Analyze the digital transformation that helps an organization to create workflow and business processes. CO 6: Assess the sustainability of digital transformation in order to increase efficiency and profitability. CO 7: Enumerate the concept of autonomous IT systems that present a common and clearly defined routing policy to the Internet. CO 8: Apply different models of autonomous IT systems to changing day-to-day life. CO 9: Familiarize yourself with the Overview of Enterprise IOT to improve business productivity. CO 10: Classify the models and approaches in IOT to create information about the connected objects, analyze them, and make decisions.</p> <p>IV. SYLLABUS:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">UNIT-I</td> <td style="text-align: center;">INTRODUCTION TO ENTERPRISE</td> <td style="text-align: right;">Classes: 08</td> </tr> <tr> <td colspan="3">Building Digital Capabilities - Digital Mastery, Creating compelling Customer experience, exploiting the power of Core Operations, Reinventing Business Models. Domains of Digital Transformation: Customers, Competition, Data, Innovation and Value.</td> </tr> <tr> <td style="text-align: center;">UNIT-II</td> <td style="text-align: center;">DIGITAL ENTERPRISE TRANSFORMATION</td> <td style="text-align: right;">Classes: 10</td> </tr> <tr> <td colspan="3">Building Leadership Capabilities, Crafting your Digital Vision, Engaging the Organization at Scale, Governing the Transformation, Building Technology Leadership Capabilities. Business benefits of Reference Architectures, Design Patterns and Structures. Role of Context awareness in Interactive Digital experiences, Key Architectural considerations, Conceptual Model for Context - Aware Experiences.</td> </tr> </table>									UNIT-I	INTRODUCTION TO ENTERPRISE	Classes: 08	Building Digital Capabilities - Digital Mastery, Creating compelling Customer experience, exploiting the power of Core Operations, Reinventing Business Models. Domains of Digital Transformation: Customers, Competition, Data, Innovation and Value.			UNIT-II	DIGITAL ENTERPRISE TRANSFORMATION	Classes: 10	Building Leadership Capabilities, Crafting your Digital Vision, Engaging the Organization at Scale, Governing the Transformation, Building Technology Leadership Capabilities. Business benefits of Reference Architectures, Design Patterns and Structures. Role of Context awareness in Interactive Digital experiences, Key Architectural considerations, Conceptual Model for Context - Aware Experiences.		
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UNIT-III	LEADERSHIP PERPECTIVE	Classes: 09
A Leader's playbook for Digital Transformation: Framing the Digital challenge, Focusing Investment. Mobilizing the Organization, Sustaining the Digital Transformation. Build Platforms not just Products.		
UNIT-IV	AUTONOMOUS IT SYSTEMS	Classes: 10
Autonomous IT'S Systems: Introduction, Reference Architecture, and Maturity Model for Autonomous IT System, Design Patterns. Turn Data into Assets, Innovate by Rapid Experimentation.		
UNIT-V	ENTERPRISE IOT	Classes: 10
Enterprise IoT: Overview, Phenomenon of Internet connectivity, Phases of IoT evolution, Approach to Enterprise IoT, Reference Architecture for Enterprise IoT, Maturity Model for Enterprise IoT. 1. Case: Connected Mines 2. Case: Enterprise IoT Asset Management		
Text Books:		
<ol style="list-style-type: none"> 1. Amitabh P. Mishra, Ashish Ranjan, "A Modern Play book of Digital Transformation", Sage Publishers, 7thEdition,2019. 2. Tony Saldhanda, "Why Digital Transformations Fail: The Surprising Disciplines of How to Take Off and Stay Ahead", Brett Koehler Publishers, 6thEdition,2019. 3. Srikanth Narasimhan, Jagadish Chundury. "Enterprise Digitization Patterns Designing, Building and Deploying Enterprise Digital Solutions", Notion Press, 8thEdition,2018. 4. DavidL. Rogers, "The Digital Transformation Playbook Rethink your business for the Digital Age", Columbia Business School, 5thEdition,2016. 5. George Westerman, Didler Bonnet,Andrew McAfee. "Leading Digital Turning Technology into Business Transformation", Harvard Business Review,10thEdition, 2014. 		
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Web References:		
<ol style="list-style-type: none"> 1. https://www.igi-global.com/chapter/the-changes-brought-by-digital-technology-to-cognitive-learning/264577 		
E-Text Books:		
<ol style="list-style-type: none"> 1. https://www.igi-global.com/book/digital-technology-advancements-knowledge-management/257158 2. https://books.google.co.in/books/about/Digital_Technology.html?id=My7Zr0aP2L8C&redir_esc=y 		