



UNIVERSITY OF BASILICATA STUDIES
DEPARTMENT OF MATHEMATICS, INFORMATICS AND ECONOMICS

COURSE: Digital Transformation and Business Model Innovation

ACADEMIC YEAR: 2019-2020

TYPE OF EDUCATIONAL ACTIVITY: (Basic, Characterizing, Affine, Free choice, Other): Affine

TEACHER: Giovanni Schiuma

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website:

phone: +39.0971.205178

mobile (optional):

Language: italian

ECTS: (lessons e tutorials/practice): 8 CFU

n. of hours: (lessons e tutorials/practice): 56

Campus: Potenza
Dept./School: DiMIE
Program: Economia Aziendale

Semester: I

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

Knowledge and understanding: Capacity to understand and analyse the role and the impact of the digital transformation on business models innovation both related to manufacturing and service organizations.

Applying knowledge and understanding: Capacity to elaborate and apply approaches, methodologies, techniques and tools to manage effectively the innovation dimensions related to the digital transformation in manufacturing and service industries. Capacity to understand and integrate scenario, market and organizational changes according to the digital transformation.

Making judgments: Capacity to develop awareness and attention about inter-disciplinarity and specific contextualizations of the issues related to digital transformation, through critical analysis of the contents and discussion of case examples.

Communication skills: Capacity to express technically and critically the main contents of the course. Capacity to link specific contents of the course with languages and issues of other economic and managerial disciplines.

Learning skills: the course aims to build future entrepreneurs and managers as well as professionals able to understand, apply and integrate the new digital technologies with the traditional economic and management models, tools and techniques in order to enhance innovation processes and organizational performance improvement.

PRE-REQUIREMENTS

Fundamental notions and approaches developed by managerial disciplines as well as by economics in order to better frame and understand innovation dynamics

SYLLABUS

Fundamentals of innovation management
Role and impact of digital transformation on economic scenarios
Enabling technologies and Big Data: features and applications
Industry 4.0
Innovation processes and digital transformation
Business models innovation
Digital Business Models
Digital Business Models Innovation
Design-thinking and digital transformation
Role and relevance of knowledge management for the digital transformation and business models innovation
Human resource management, digital transformation and business model innovation
Digital transformation within public organisations

TEACHING METHODS

Theoretical lessons, Case-analysis and discussion, seminars of external experts

EVALUATION METHODS

Written and oral examination



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Presentations of the contents of the lectures held by the teacher

Other texts and notes provided by the teacher

INTERACTION WITH STUDENTS

Discussion and interaction in the classroom

Meeting days (I semester: after the lectures; II semester: Wednesday 12:00-13:00 (email of request by students is suggested))

Relationships via e-mail

EXAMINATION SESSIONS (FORECAST)¹

I session: Monday 10th February 2020; Monday 24th February 2020;

II session: Monday 16th March (dedicated session); Monday 11th May 2020; Monday 6 July 2020

III session: Friday 4th September 2020; Monday 16th November 2020

SEMINARS BY EXTERNAL EXPERTS **YES** **NO**

FURTHER INFORMATION

¹ Subject to possible changes: check the web site of the Teacher or the Department/School for updates.