

Digitalization and the challenges of product management gr.1A - ON SITE (EM023M14A1A)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Digitalization and the challenges of product management : 5 ECTS. <ul style="list-style-type: none">• BEM Bachelor in European Management• PGE 2A - English track
Discipline	Marketing
Year	2020
Semester	A
Open for visitors	yes (5 ECTS)
Available spots	40

Coordinator

Laura GEORG SCHAFFNER

Lecturers

Instructor	Population	Email
Clement HUBER	Population	

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

<p>Attendance track : Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (<i>see Study and Examination Regulations</i>) and factored into the final grade (<i>see Assessment</i>).</p> <p>Autonomous track : Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.</p> <p>Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (<i>apprentissage</i>). Attendance track must therefore be selected.</p>

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

BEM Bachelor in European Management

PGE 2A - English track

Description

The pervasiveness of information systems and Internet in all aspects of human society amplifies the role played by digital technologies in business and organizations. As a matter of fact, an increasing number of companies have embraced a digital transformation program in order to adapt and react to these rapid changes in the economy, but also to be more prospective and anticipate the next threats or opportunities. Issues such as disruptive technologies, e-business models, collaboration 2.0, social networks, represent important knowledge for managers. Therefore, as a future (top) manager, you need to better understand what models and tools exist to better evaluate and implement their value for your company.

Educational organisation

In class

Lectures

In groups

Exercises

Projects

Oral presentations

Interaction

Games (educational, role play, simulation)

Discussions / debates

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** market changes that can be addressed through information systems.
- **Discuss** transformation strategies that respond to current market challenges in digitalisation.
- **Choose** business models that respond to challenges in digitalization.
- **Analyze** advantages and disadvantages of tools for certain business cases.
- **Assemble** models that can provide benefits for the future.

Outline

Session 1: Review of syllabus; Introduction to Digitalization
Session 2: Digital Transformation; Emergence of New Professions
Session 3: Digital Business Models
Session 4: Infonomics: The value of data
Session 5: Outlook & Ethics
Session 6: Digital Marketing; Promotion & Placement
Session 7: Digital Marketing; Product & Price

On-line:

Session 1: Introduction to Case Study (Distributed Ledger Technology / HR Digital)
Session 2: Discussion in Groups of Case Study Project
Session 3: Presentation of Group Projects

On-site:

Workshop (in class):
Selling sporting goods online, from digital marketing strategies to e-commerce executions.

Prerequisites

Key concepts to understand :

Knowledge of :

Knowledge on digital market developments and tools.

Teaching material

Documents in all formats

- Syllabus
- Newspaper articles
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

George Westerman, Didier Bonnet, Andrew McAfee, Leading Digital: Turning Technology into Business Transformation, HBR Press, 2014.
Geoffrey G. Parker, Marshall W. Van Alstyne, Sangeet Paul Choudary: Platform Revolution: How Networked Markets Are Transforming the Economy - and How to Make Them Work for You, 2016.
Erik Brynjolfsson, Andrew McAfee, The Second Machine Age, W. W. Norton & Company, 2014.
Douglas B. Laney, Infonomics: How to Monetize, Manage, and Measure Information as an Asset for Competitive Advantage, 2017.
Kenneth C. Laudon, Jane P. Laudon, Management Information Systems: Managing the Digital Firm, 13th edition, Editor: Pearson Education, 2013.
CHAFFEY, D., ELLIS-CHADWICK F. (2015), Digital Marketing (6th Edition), Pearson

Further reading :

KOTLER, P., KELLER, K.L. (2015), Marketing Management (15th Edition), Pearson
GODIN, S. (2018), This Is Marketing: You Can't Be Seen Until You Learn to See, Portfolio

Journals, magazines:

Harvard Business Review, Journal of Strategic Information Systems, Management Information Systems Quarterly, CIO Magazine, Information and Management, Information Technology and Management, Journal of Electronic Commerce, etc.
(+) Most newspapers also have an online section about "Technology" (Times, The Economist, Le Monde, NY Times, Die Zeit, etc.)

Websites:

www.cio.com
www.computerweekly.com
www.wired.com
http://www.journaldunet.com/ (French)
http://news.zdnet.com/
http://www.businessweek.com/

Research works by EM Strasbourg :

Grove, H., Clouse, M., & Schaffner, L. G. (2018). Digitalization impacts on corporate governance. *Journal of Governance & Regulation*, 7(4), 51-63.
http://doi.org/10.22495/jgr_v7_i4_p6
Available from: https://www.researchgate.net/publication/329955690_Digitalization_impacts_on_corporate_governance [accessed Aug 19 2020]
PLOTKINA, D., SAUREL, H. (2019), "Me or just like me? The role of virtual try-on and physical appearance in apparel M-retailing", (with H. Saurel), *Journal of Retailing and Consumer Services*, Vol. 51
MUNZEL, A., PLOTKINA, D., PALLUD J. (2018), "Illusions of truth—Experimental insights into human and algorithmic detections of fake online reviews. ", (with A. Munzel, J. Pallud), *Journal of Business Research*

Assessment

Intermediate evaluation / continuous assessment 1 : session n°2,3,4,5

written (15 min) / individual / English / weighting : 40%
additional information : Each session starts with a short quiz in moodle revisiting the content of the previous session as well as posing questions on the prepared material of the class of the day. Unexcused absences result in a reduction of 1 pt of the final grade. Excused absences can be compensated through bonus questions from quizzes of other sessions.

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.2, LO2.3

Final assessment : last session

written + oral (30 min) / in group / English / weighting : 60%
additional information : Groups of minimum of 2 students present their results as part of the Workshop in the last session. The presentation must be made available to the class 2 days before the session. Evaluation takes place through the lecturer (70%) as well as through Peer Review (30%)

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.