

Course title: Digital strategies and digital business models

Course code: 63545D

ECTS: 6

Professor: prof. dr. Tomaž Hovelja

Undergraduate/ Master program

Prerequisite knowledge: None

Short course description:

The course focuses on an in-depth study of modern digital strategies and digital business models. The course will examine how new disruptive information technologies enable digitalization of business processes, the design of digital products and services, and entering new markets.

To this end, we will:

- Learn about concepts such as digital transformation of the company, industry 4.0, society 5.0, smart factory, smart logistics - integrated value chain.
- Examine digital business models (platforms, subscriptions, free accessibility, accessibility on demand, experiences...) and related digital transformations of companies through their key dimensions. These are:
 - business domains of digital transformation (customers, competition, data, innovation, created added value)
 - modern disruptive information technologies that represent the technological basis for digital transformation (IoT, Big Data, Digital twins, AI, Cloud computing, 3D-printing, Blockchain, Edge ...).
 - agile organizational and managerial practices (basic principles of digital transformation, Industry 4.0 approaches, canvas methodology, customer focus, agile organizational frameworks...)
 - digital social skills (strategic view, innovation, e-leadership, teamwork, communication and negotiation techniques...).
- Study examples of good practices and approaches to the design of the company's digital strategy (customer experience, data strategy, processes and digital solutions for business support, digital business models, products and services, digital HR and digital jobs development plan, digital culture development plan, cyber security...) and the implementation of digital transformation in various industries.