Territory Acknowledgement

We acknowledge and respect the ləkʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

Managing in the Digital Economy

BMBA 470

Course Description

The business environment is rapidly changing as a result of the evolution of information technology and systems. It does not matter whether you work in a large company or small, for yourself or for others, for profit or public service – there will be an "e" in your business. This course will demystify the opportunities and challenges created by technology and provide guidance on how to successfully leverage technology for business success while mitigating risk.

This is not an IT course; it is a business course for Business Leaders/Managers/decision-makers (current or aspiring) in any industry. The course will be of most value to you if you have at least five years of professional experience. Technical skills required include the ability to use a web browser to participate in the course online, Microsoft Word for assignments, and the ability to record and upload videos (e.g. from a smartphone) for video assignments.

Learning Outcomes

Upon completion of this course, you will be able to:

- Understand what "digital economy" means
- Understand the challenges the digital economy creates for organizations
- Develop analytical decision making skills for applying technology to address business needs while managing risks
- Know how to separate a technology problem from a business problem
- Acquire and demonstrate enhanced communication skills about technology and technology-related business issues

Resources:

The Adventures of an IT Leader (updated edition) by Austin, O'Donnell, Nolan – 9781633691667

Weekly Schedule

Module	Dates	Topics
1	Week 1 & 2	Business Value of IT, Digital Business
2	Week 3 & 4	Security, IT Risk Management, Privacy
3	Week 5 & 6	Analytics, Cloud, and Mobile
4	Week 7 & 8	Planning an IT Project, Enterprise Resource Planning (ERP)
5	Week 9 & 10	IT Strategy, IT Optimization
6	Week 11 & 12	Social Media, Digital Marketing

Evaluation

Assignment	Mark
Course Participation	20%
Assignment 1 – Organizational Context	25%
Assignment 2 – Current Trends	25%
Assignment 3 – Final Project (Group Assignment)	30%
Total	**100%**

Assignments

Assignment	Description
Assignment 1 – Organizational Context	This is an individual written assignment. You will analyze your current organization[1], last organization that you worked for, or interview individuals in an organization of your choosing and write-up a short report on IT practices in the organization.
Assignment 2 – Current Trends	This is an individual video assignment. You will choose a news story or current event related to IT in a business context that is relevant to your business and present it in your video.
Assignment 3 – Final Project (Group Assignment)	This is a Group Assignment. You will choose a business problem and plan an IT project to address it.