

MGT552 Leading Through Digital Disruption

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

Digital disruptions are occurring every day in an increasingly volatile, uncertain, complex and ambiguous business environment. In order to gain a competitive edge, companies need to respond to these disruptive changes and proactively develop their own disruptions for organizational transformation and growth. This course examines the market-driven forces of digital disruption, the techniques to lead digital transformation, and the leadership challenges associated with operating in a disruptive environment. Students will learn how to design a digital transformation strategy that can meet customer needs, create customer value and generate business revenues through digital change.

Topics:

- Digital Disruption and Digital Challenges
- Defining a Digital Identity and Vision
- Mastering a New Competitive Advantage
- Leading Digital Transformation by Creating Customer Value
- Creating Connected Customer Experiences in the Digital Economy
- Leading in Digital Disruption and High-Intensity Work Environments

Learning Outcome:

- Appraise the challenges in digital disruption and the market-driven forces that allow disruptors to succeed
- Evaluate an organisation's digital capabilities and exploit the power of its core business
- Design a digital transformation strategy that meets customer needs, creates new customer value and generates business revenues through digital change
- Propose strategies to lead digital transformation and navigate leadership challenges associated with operating in a disruptive environment
- Examine emerging technology trends for new technological products, services and techniques
- Recommend processes to facilitate the transition of organisations to a desired end state that is aligned with business objectives
- Formulate a cohesive end-to-end customer journey and experience

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	DISCUSSION BOARD 1	15
	DISCUSSION BOARD 2	20
	PARTICIPATION 1	15

Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.