**Syllabus of an educational component of a degree programme**

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| Name of unit conducting a component | ***Doctoral School of Social Sciences*** |
| Name of an educational component | Digital transformation in business |
| Language of education | English |
| Goals of education | C1: Providing students with knowledge regarding digital transformation (DT) in businessC2: Developing students’ skills in identifying, analyzing, diagnosing, interpreting and evaluating the DT process C3: Raising social competences of students preparing to work in a team and to participate in scientific discussions. |
| Learning outcomes of an educational component | Knowledge: The student knows and explains the key terms related to digital transformation (DT), identifies and explains the DT dimensions and elements, distinguishes development stages of DT, distinguishes between antecedents, drivers and outcomes of DT.Skills: Student correctly analyzes, diagnoses and makes a critical evaluation of the DT process on examples, discusses impact directions of DT, interprets and the context of DT. Social competences: Student is able to carry out the tasks in a group-work mode; properly deploys an analytical approach and synthesis; actively participates in discussions; efficiently expresses and argues own opinions and conclusions |
| Verification methods and assessment criteria of learning outcomes obtained by students | Learning outcomes will be verified in the form of:* written work
* presentation
* discussion
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| Type of an educational component (obligatory/optional) |  *Optional* |
| Year of study | 2nd, 3rd, 4th |
| Semester  | Summer |
| Name and surname of the coordinator of a component and/or person/s conducting a component  | Dr hab. Marta Najda-Janoszka, prof. UJ |
| Name and surname of person/s conducting an examination or granting credit in the case when this sposóis other person than conducting a component  | Dr hab. Marta Najda-Janoszka, prof. UJ |
| Manner of completion  | Lectures combined with workshops during which students work on individual and group assignments |
| Preliminary and additional requirements  | Advanced knowledge of management, at least B2 in English  |
| Type and number of hours of courses requiringdirect participation of academic staff and students, if in a given component such courses are included  | Lectures including workshops = 30 h |
| Number of ECTS credits assigned to a component  | *3* |
| Balance of ECTS credits  | *Participation in classes – 30 h**Preparation for classes – 20 h**Reading assigned literature – 20 h**Preparation of the final presentation – 20 h* *Total – 90 h / 3ECTS* |
| Applied teaching methods | * active lecture involving multimedia presentation and conversation
* case study
* discussion
* project method
* e-learning
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| Form and conditions of passing a component, including conditions of allowing to take an examination, as well as form and conditions of passing each type of courses included in a given component | Students are expected to:* actively participate in the class;
* take part in group discussions
* complete tasks during workshops
* complete final project by delivering presentation in the class

Assessment credit. Standard grading scale. |
| Content of an educational module (with division into forms of courses completion) | * Defining digital transformation: introducing DT and differentiating from other related terms; DT dimensions, elements, development stages
* Antecedents and contextual conditions of DT
* Mechanisms/drivers of DT
* Outcomes, impact directions of DT
* Concepts of digital ecosystem, digital business ecosystem, digital entrepreneurial ecosystem
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| List of basic as well as supplementary literature, knowledge of which is required in order to pass a given component  | Mandatory readings:* Digital materials prepared by the lecturer (presentations, texts, reports, etc)
* Wessel, L., Baiyere, A., Ologeanu-Tadei, R., Cha J., Begind-Jensen (2020). *Unpacking the difference between digital transformation and IT-enabled organizational transformation*, Journal of the Association for Information Systems, 22 (1), <https://doi.org/10.17705/1jais.00655>
* Omrani, N., Rejeb, N., Maalaoui, A., Dabic, M., Kraus, S., (2022). *Drivers of Digital Transformation in SMEs.* IEEE Transactions on Engineering Management 1–14.. <https://doi.org/10.1109/tem.2022.3215727>
* Hess, T., Mat, C., Benlian, A., Wiesböck, F., (2016). *Options for Formulating a Digital Transformation Strategy.* MIS Quarterly Executive 15 (123–139).
* Jacobides, M.G., Cennamo, C., Gawer, A., (2018). Towards a theory of ecosystems. Strategic Management Journal 39, <https://doi.org/10.1002/smj.2904>
* Sussan, F., & Acs, Z. J. (2017). The Digital Entrepreneurial Ecosystm. Small Business Economics, 49, <https://doi.org/10.1007/s11187-017-9867-5>

Supplementary readings:* Nambisan, S., Wright, M., & Feldman, M. (2019). The digital transformation of innovation and entrepreneurship: Progress, challenges and key themes. Research Policy, 48(8), Article 103773. <https://doi.org/10.1016/j.respol.2019.03.018>
* Adner, R., (2017). *Ecosystem as Structure: An Actionable Construct for Strategy.* Journal of Management. 43 (1), 39–58. <https://doi.org/10.1177/0149206316678451>
* Bonnet, D., Westerman, G. (2021). *The new elements of digital transformation*, Sloan Management Review, Cambridge Vol. 62, Iss. 2, (Winter 2021): 82-8
* Davenport, T. H., & Redman, T. C. (2020). *Digital Transformation Comes Down to Talent in4 Key Areas*. Harvard Business Review. <https://hbr.org/2020/05/digital-transformation-comes-down-to-talent-in-4-key-areas>
* Najda-Janoszka, M. (2018). Towards platform defined business—Complementarity at the spotlight. *Przedsiębiorczość i Zarządzanie: Emerging Challenges in Modern Management, 32*, 107–117
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