

COURSE TITLE	DIGITAL EMPOWERMENT
COURSE CODE	04MB0121
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the fundamental concepts and technologies driving digital transformation in global business environments.
- 2 Develop proficiency in utilizing digital tools and platforms for strategic decision-making and operational efficiency.
- 3 Analyze the impact of digital disruption on traditional business models and identify opportunities for innovation and growth.
- 4 Apply data-driven approaches to optimize marketing strategies, customer engagement, and supply chain management in a global context
- 5 Cultivate critical thinking and problem-solving skills to address challenges and capitalize on opportunities presented by the digital economy.

Pre-requisite of course: Familiarity with using a computer, including operating systems, basic software applications, and internet browsing.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Digital Transformation Introduction to Digital Technologies, Overview of Digital Business Models, Understanding Data Analytics, Exploring Digital Platforms, Impact of Digital Disruption on Global Markets	15
2	Digital Strategy Fundamentals Basics of digital strategy formulation, introduction to digital innovation, essentials of digital entrepreneurship, leadership in digital transformation, and ethics in the digital era.	15
3	Digital Marketing Essentials Basics of Digital Marketing, Introduction to Social Media Marketing, Understanding Customer Relationship Management, Personalization in Digital Marketing, Performance Measurement in Digital Marketing,	15

Contents : Unit	Topics	Contact Hours
4	Introduction to Data Analytics Basics of Business Analytics, Introduction to Data Visualization, Understanding Descriptive Analytics, Introduction to Big Data Management, Data-Driven Decision Making Basics	15
Total Hours		60

Textbook :

- 1 Digital Transformation: Build Your Organization's Future for the Innovation Age, Lindsay Herbert, Bloomsbury Business, 2020
- 2 Global Business Management: A Cross-Cultural Perspective, Jean-Paul Larçon, Routledge, 2021

References:

- 1 Data-Driven: Creating a Data Culture, Data-Driven: Creating a Data Culture, Hilary Mason and DJ Patil, O'Reilly Media, 2021

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 Classroom Teaching, Case Study, Power point presentation