Hong Kong University of Science and Technology
School of Business and Management

ISOM 4000C – Digital Strategy and Transformation

Instructor: Professor Tat Koon KOH
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Teaching Assistant: TBC
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TA's Office Hours: TBA

Course Website: http://canvas.ust.hk

COURSE DESCRIPTION

Digital strategy and transformation are critical in almost every industry. For many organizations, digital and technology must move towards or be at the core of their business strategy, as a better alignment of technology and business is necessary for them to perform and compete more effectively. This course covers two main themes to prepare students to contribute to digital initiatives in today's technology-centric environment. First, we will learn frameworks and concepts to help organizations develop their digital strategy. Second, we will study how public and private organizations can and should implement digital transformation projects to improve stakeholder value. We will examine these themes using managerial and technological perspectives. This course is designed for Year 3 and Year 4 students who are interested in IT and/or consulting careers. It involves significant in-class discussions, and students are expected to complete all pre-class readings and assignments.

Pre-requisite: ISOM 2010.

Learning Outcomes
Upon completion of the course, students should be able to:
1. Understand the roles and impacts of digital strategy and transformation in organizations and industries.
2. Analyze how technologies can be deployed in digital strategy and transformation projects.
3. Develop digital initiatives to address organizational and societal problems.

COURSE MATERIALS

There is no required textbook. Additional readings and reference materials can be accessed through the course website. Students are expected to come to class prepared and actively participate in discussions.

EVALUATIONS

Course Participation	15%
Course Assignments	20%
Group Project	25%
Peer Evaluation	10%
Final Exam	30%
Total	**100%**

* Late Submission Policy:
- **Within 24 hours late: 20% score deduction**
- **More than 24 hours late: 0 score**

Course Grade Distribution: Refer to http://qa.ust.hk/aos/distribution.html

ACADEMIC INTEGRITY

Cheating in course assignments and/or exams will result in a "Fail" grade for this course. You could also be further penalized by the school/university. For more information academic integrity in HKUST, refer to http://tl.ust.hk/integrity/student-1.html

COURSE OUTLINE

Theme	Topics (Subject to Changes)
Digital Strategy	- Digital Strategy and Business Models - Digital Strategy Perspectives and Mindsets - Strategic IT - Disruptive Technology
Digital Transformation	- Transformation Frameworks and Principles - Leading Transformation Projects - Public Sector Transformation - Supply Chain Digital Transformation - Customer Engagement Digital Transformation

INSTRUCTOR'S BIO

Tat Koon Koh is an Associate Professor in Information Systems at HKUST. He received his Ph.D. and MSc. from Carnegie Mellon University, and B.Bus from Nanyang Technological University. One of the fun/crazy things he has done (to date) was to cofound an online Business-to-Business exchange during his freshman year. Although he did not get on Forbes' list of "Richest People in Tech" because of the startup (how unfortunate!), he accumulated a rich set of e-business experiences that is still motivating his academic and professional interests.

Tat Koon's current research and teaching interests include digital economy, digital marketing, digital transformation, and digital platform design and strategy. He has conducted workshops for executives from organizations such as CITIC Pacific, GIC Special Investments, Hong Kong News Executives' Association, Journalism Education Foundation (Hong Kong), Hong Kong SAR Government, Manulife, Microsoft Operations, Ministry of Defence (Singapore), Nokia, Saudi Arabia Institute of Public Administration, Singapore Institute of Management, Singapore Tourism Board, SmarTone, Sri Lanka Securities and Exchange Commission, Star Cruises, Tan Tock Seng Hospital, and United Overseas Bank. He advises tech startups on their business strategies and serves as a mentor at the Hong Kong Science and Technology Park Corporation. He has supervised corporate projects for organizations such as GSK, Klook, Nike, SmarTone, Sony, Starbucks, and Tencent, and received HK$2.3M+ in competitive research grants and awards for research and teaching.