

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

ISOM 4040 – Digital Strategy and Transformation

Instructor: Professor Tat Koon KOH
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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 digital strategies. 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 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	15%
Final Exam	25%

Course Grade Distribution: See

<https://registry.hkust.edu.hk/files/2021-05/GuidelinesOnGrading.pdf>

*** Late Submission Policy:**

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

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 at HKUST, refer to <http://tl.ust.hk/integrity/student-1.html>

You can use ChatGPT (or similar tools) to help conduct research for your group project. However, you cannot use ChatGPT (or similar tools) for pre-class assignments or exams. When in doubt about whether you can use specific tools, please check with the instructor.

COURSE OUTLINE

Theme	Topics (Subject to Changes)
Digital Strategy	<ul style="list-style-type: none"> • Digital Strategy and Business Models • Digital Strategy Perspectives and Mindsets • Strategic IT • Disruptive Technology
Digital Transformation	<ul style="list-style-type: none"> • Digital Transformation Implementation • Digital Transformation Governance Structure and Principles • Public Sector Transformation • Supply Chain Digital Transformation • Customer Engagement Digital Transformation