

Centre: Barcelona

Course: **Digital Business**

Programme: Business, Design & Innovation

Semester: 1 and 2 (Fall and Spring)

ECTS credits: 6

Duration: 45 hours

Language of instruction: English

Instructor: Blas Pezzotti

Course description

Many courses on digital business are focused mainly or even exclusively on digital marketing and e-commerce. Those have been the areas where the most obvious changes have been taking place for the last decade, but they are not necessarily the areas where companies can expect the most radical transformations in the near future. To the traditional focus on Promotion and Place P's in the conventional Marketing Mix we add consideration to another two P's, Product and Price, in order to have the whole picture of the new Digital Business Marketing Mix. We also focus on other management areas equally affected by the new digital paradigm, as is the case of IT and organisational issues. In all cases, we look not just at transformations that have already taken place but also at those changes still to come with the potential of becoming key disruptions in the way businesses have been managed for decades.

Prerequisites

None

Attendance policy

Attendance is mandatory for all classes, including study visits. In case of an absence, this should be notified beforehand to the instructor. Unjustified absences will have a negative effect on the final grade. Seven unjustified absences during the course will result in a Fail grade.

Learning outcomes

By the end of the course the students will:

- Understand how the new digital paradigm not just changes but disrupts business as usual
- Know the kind of changes that digitalisation is causing in different business sectors and industries
- Identify the challenges and opportunities behind the digital business paradigms
- Discover how to overcome those challenges and turn opportunities into competitive advantages or new businesses

Method of presentation

- Lectures will provide the theoretical content, mainly focusing on real business cases as examples
- Class participation: Students are expected to participate in class discussions related to a short video shown or article read during class
- Field visit: As part of the course and depending on the term (Winter or Spring), students will visit either the building Casa Batlló, one of Antoni Gaudí's masterpieces which has recently added digital elements to its visit; or Mobile World Congress, the world's largest gathering for the mobile industry and held annually in Barcelona.

Required work and assessment methods

- Tests (70%): Students will take two tests during the course that will account for 70% of the final grade
- Class participation (30%): Individual active participation in class discussions will account for 30 % of the final grade.

Contents

Course presentation

Week 1. General overview of the course: topics, schedule & evaluation. Introduction to the digital business concept.

Digital Business Marketing Mix 4 P's: Promotion

Week 2. Digital Advertising (business as usual?): Banners & Digital Advertising technology and ecosystem

Week 3. Gaining visibility for ourselves in an attention economy (1): search engine marketing (SEM) and search engine optimisation (SEO)

Week 4. Gaining visibility for ourselves in an attention economy (2): marketing content

Week 5. Gaining visibility for ourselves in an attention economy (3): Social Media. The emergence of a customer 2.0 and the new kind of relationship required

Digital Business Marketing Mix 4 P's: Place (distribution)

Week 6. Present e-commerce: From multichannel to omnichannel. The role of the brick and mortar shop in a digital retailing future.

Week 7. Future e-commerce: New trends in e-commerce. What makes us to buy online and what does not.

Week 8. Study visit

Digital Business Marketing Mix 4 P's: Product

Week 9. The emergence of the new digital product: from "atoms to bits" to "bits and atoms", the Internet of things as an Internet of products, augmented reality and digitally-enhanced products,

Week 10. The emergence of new business models based in digitalization: Servitization, Mass Customization.

Week 11. The emergence of the social product: Sharing Economy, co-innovating with customers, prosumers and makers, crowdfunders as the new "capitalists".

Digital Business Marketing Mix 4 P's: Price

Week 12. Emerging business models on pricing: dynamic and contextual pricing, premium models, free and the future of a new radical price, the sharing economy

Corporate information technology

Week 13. Organisations are information flows: enterprise content management, business process management, business intelligence management, knowledge management, product lifecycle management, enterprise resource planning, e-procurement, "big data".

Digital business organisational changes

Week 14. The extended enterprise, from HQ to networks, collaborative innovation, finding and attracting talent (Recruitment 2.0)

Summing up

Week 15. Summarizing: The case of board games market

Recommended reading

Godin, Seth (1999). Permission marketing: turning strangers into friends, and friends into customers. Simon & Schuster.

Anderson, Chris (2006). The Long Tail: Why the Future of Business Is Selling Less of More. Hyperion.

Anderson, Chris (2009). Free: The Future of a Radical Price. Hyperion.

Joseph Jaffe and Maarten Albarda (2013). Z.E.R.O.: Zero Paid Media as the New Marketing Mode. Adweek Books.

James McQuivey (2013). Digital Disruption: Unleashing the Next Wave of Innovation. Amazon Publishing.

Viktor Mayer-Schonberger and Kenneth Cukier (2014). Big Data: A Revolution That Will Transform How We Live, Work and Think. Eamon Dolan/Mariner Books.

Jeff Gothelf and Josh Seiden (2017). Sense and Respond: How Successful Organizations Listen to Customers and Create New Products Continuously. Harvard Business Press,