THEORY OF DIGITAL BUSINESS

Credit Value: 6 credits[1]
Lecturer: Artur A. Vartanyan

A. Course outline

The course "Theory of Digital Business" aims at the formation of the following knowledge and skills:

1)   ability to analyze the existing international strategies of the company in international business,
2)   ability to evaluate the effect of implementation of new digital business models and technologies.

B. Textbooks

1. Clayton M. Christensen, The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Harvard Business Review Press – 1997
2. David Soskin, Net Profit. How to Succeed in Digital Business, John Wiley & Sons Limited – 2010
3. Erik Brynjolfsson, Andrew McAfee,The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies, W. W. Norton & Company – 2016
4. Eric Schmidt, Jared Cohen, The New Digital Age: Transforming Nations, Businesses, and Our Lives, Vintage – 2014
5. Tapscott Don, Tapscott Alex, Blockchain Revolution: How Bitcoin is Changing the World, Penguin Group, - 2017

C. Assessment details

The final grade consists of:

Assignments	Grade
Practical home tasks (group project) (6)	150
Attendance and work on seminars	90
Written examination (test)	60

Grade	Minimum score	Maximum score
Excellent	255	300
Good	195	254,9
Satisfactory	120	194,9
Failed	0	119,9

Note: in case student's scores obtained during the trimester are less than 20% of the maximum score of the discipline the following rule of passing the course should be applied at the midterm assessment (and further re-examination): 'a student can obtain only a satisfactory mark and only in case he/she receives for the midterm assessment, including all the course material, not less than 85% of the score allocated to this assessment'.

D. Course outline

Topic 1. Concept of Digital Transformation
Topic 2. Transformation of Information Technologies in the company
Topic 3. Big Data as an element of Digital Transformation
Topic 4. Agile approach in project development
Topic 5. The Internet of Things in the modern business
Theme 6. Artificial intelligence and machine learning
Topic 7. Neural networks and blockchain technology
Topic 8. Analysis of examples of building a digital business
Exam

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[1] 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing