

Online Course Catalogue



UNIVERSITÉ DE
MONTPELLIER

Course Title

Digital transformation & organization sustainability

Study Field

Business, administration and law

University

University of Montpellier

CHARM priority field

Sustainability and Climate Change; Entrepreneurship, Innovation and Business; Technology and STEM;

Course code

nan

Faculty or department

Montpellier Management

Study Level:

MA/MSc

Number of credit points:

4.0

Name of instructor(s):

Thuy SERAN

Short description of the course

Digital transformation is an evolving trend, and organizations need to understand that everything will constantly (but digitally) change. The most significant investment in Digital Transformation is not in the technology but people. Digital transformation depends upon the digital qualifications of the leaders and professionals who need to roll out the processes and services for transformation. With data analytics becoming a core and essential capability for every organization, enhancing skills and organizational structures for competitive digital transformation will be critical. The aim of this course is to offer advanced insights into ways in which managers adapt to effectively use technologies and how they will integrate into their decision-making process. It will familiarize students with significant foundational and contemporary themes and advances in the intersection between new technologies and their impact on ecological transition. The course comprises of four modules, discussing different dimensions of new technologies and engaging with theories, methodologies like qualitative and quantitative method. The course will increase participants' understanding of characteristics of new technologies and their implications for professionals and equip them better

to address them in their research. The lectures will cover the following dimensions of outward orientation: Digital Transformation, Business Strategies, Robotization Process Automatization, and news technology and ESG, CSR and Sustainability.

Full description of the course

Module 1. Big Data, artificial intelligence, and business strategies
Module 2. The Design, Use and Implementation of Robotic Process Automation (RPA) and Data Visualization
Module 3. AI in the decision-making process, Digitization-induced changes in reporting, forecasting, budgeting and financial planning (XBRL)
Module 4. Digital issues on the ecological transition (Blockchain-IA)

Learning outcomes

At the end of the course, the learner will be able to master the several concepts: Big Data, AI, Blockchain, RPA, Predictive analysis, digital business model and management process and will be able to have a critical view on the role and impacts of new technologies (Blockchain/AI) on ecological transition and to build a roadmap to achieve a successful digital transformation.

Additional information

Course requirements
nan

Time zone
CET (Spain, France, Germany, Netherlands, Hungary, Norway)

Language of instruction
English

Mode of delivery:
fully online (all students participating online), no specific time (=asynchronous)

Start date of course:
03/06/2024

Planned educational activities and teaching methods
nan

End date of course:
19/07/2024

Learning Management System/
Moodle

Contact hours per
week for the student:
20

Assessment methods
Quiz

Specific regular
weekly teaching day/
time
nan

Certification
Transcript of records

Course literature (compulsory or
recommended):

- 1. Furr, N., & Shipilov, A. (2019). Digital doesn't have to be disruptive: the best results can come from adaptation rather than reinvention. Harvard Business Review, 97(4), 94-104. (93 fois)**
- 2. Wilson, H. J., & Daugherty, P. R. (2018). Collaborative intelligence: Humans and AI are joining forces. Harvard Business Review, 96(4), 114-123. (685 fois)**
- 3. Iansiti, M., & Lakhani, K. R. (2020). Competing in the age of AI: How machine intelligence changes the rules of business. Harvard Business Review, 98(1), 60-67. (435 fois)**
- 4. McAfee, A., Brynjolfsson, E., Davenport, T. H., Patil, D. J., & Barton, D. (2012). Big data: the management revolution. Harvard business review, 90(10), 60-68 (7068 fois)**

Number of places available for CHARM students

No limit

Contact mail address for further information about this course

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