

Indian Institute of Management Raipur

Date wise: Session Plan & Evaluative Scheme for Business Management in Digital Economy (UPTOP)

Session	Date 5.00 PM to 8.30 PM	Name of the Faculty/Resource Person	Topic	Sub-topics
Module -1: Introduction to informational technology/ digital transformation/ digital economy				
1	24-11-19	BB (Director IIM Raipur)	Overview of Digital Economy - 01	Digital marketplace; New roles of economic agents (Firms, Customers, Government);
2	01-12-19	RS and SJD	Overview of Digital Economy - 02	Cashless economic system; Impact of digitalization on economic growth and development;
3	08-12-19	RS/SJD	Role of technology in innovation & disruption -01	What is technology, social construction of technology
4	15-12-19	RS/SJD	Role of technology in innovation & disruptions -02	IT enablers in digital economy (Internet of Things, cloud computing, AI, big data, blockchains, etc.)
Module 2: Firm-level dynamics/ managing the digital transformation				
5	22-12-19	SD	Introduction to firm-level dynamics -I	Understanding and Managing Organizational Tension
	29-12-19		Quiz / Assignment	
6	05-01-19	SD	Introduction to firm-level dynamics - II	Building a Successful Strategy
7	12-01-20	SD	What is Digital Transformation - I	Importance of Technology in Creating Competitive Advantage
8	19-01-20	SD	What is Digital Transformation - II	Digital Strategy and Digital Transformation
Module 3: Consumers in the digital economy				
9	25-01-20	SP	Understanding changing consumer behavior and media habits -01	Acquiring, retaining, and managing customers

10	02-02-20	SG	Understanding changing consumer behavior and media habits -02	Display advertising, search engine advertising
Republic Day				
11	09-02-20	SG	Designing digital communication strategies	Social media & mobile communication and marketing strategies; Social impact of evolving digital landscape
Module 4: Role of government in digital era				
12	16-02-20	RS	E-governance and digital empowerment -01	ICT led development; E-government, e-public service
13	23-02-20	RS	E-governance and digital empowerment -02	Policy-based enablers in digital economy
14	01-03-20	RS	Evolving relationships of government and business	Smart infrastructure, public private participation
Module 5: Challenges of the digital revolution				
15	08-03-20	SJD	Challenges in Privacy and Security: Technical and Human Perspectives	Privacy and security problems in the digital age
16	15-03-20	SJD	Challenges in Privacy and Security: Regulatory Perspectives	EU GDPR, Data Protection Bill India
17	22-03-20	SJD	Challenges in Privacy and Security: Role of the Organization	Privacy and security risk management
18	28-03-20	CAMPUS VISIT		Classroom Learning
		SD	Organizing for Performance in the Digital Era	Leading and Managing the Digital Transformation
19	29-03-20	CAMPUS VISIT		Classroom Learning's (wrap up session/ project presentation) / Valedictory

Note:

Faculties

BB: Prof. Bharat Bhasker, Director IIM Raipur, Professor (IT & Systems)

RS: Prof. Rashmi Shukla, Assistant Professor (Economics)

SJD: Prof. Sourya Joyee De, Assistant Professor (IT & Systems)

SD: Prof. Satyasiba Das, Associate Professor (Business Policy & Strategy)

SP: Prof. Sanjeev Prashar, Dean Academics, Professor (Marketing)

SG: Prof. Sumeet Gupta, Professor (IT & Systems)

Evaluation Scheme: Total Marks = 100, weightage 100%

Quiz 1= 30 (30%)

Quiz 2= 30 (30%)

Project= 40 (40%)

Sessions	Readings
1	a. 'Living and working in an era of digital business', from 'Disrupting Digital Business' by Wang
2	a. 'Your business is already digital (Introduction, The nexus of Scale, Scope, Speed, The Digital Matrix)', PP 1 to 31 from 'The Digital Matrix' by Venkatraman b. 'Re-imagine your Business (Business Scope, Business Model, Platforms and Ecosystems)', PP 13 to 59 from 'Driving Digital Strategy: A Guide to Reimagining Your Business' by Gupta c. 'Understanding Digital Strategy', by Gupta, HBR Available at: https://hbr.org/ideacast/2018/08/understanding-digital-strategy.html
3	a. 'Innovation – Create the Primordial Ooze from 'How Google Works'', by Schmidt & Rosenberg b. 'Principles for Designing a Successful Platform from 'Platform Revolution', by Parker, Alstyne, & Choudary c. 'Build Platforms not just Products from 'The Digital Transformation Playbook'', by Rogers

4	<p>a. 'Turn Data into Assets from 'The Digital Transformation Playbook'', by Rogers</p> <p>b. 'The Dream of Decentralizing all the Things, from 'Machine, Platform, Crowd: Harnessing our Digital Future'', by McAfee & Brynjolfsson</p> <p>c. 'Digital Strategy Does Not Equal IT Strategy', HBR Available at: https://hbr.org/2012/11/digital-strategy-does-not-equa</p> <p>d. 'How Platforms Conquer and Transform Traditional Industries from 'Platform Revolution'', by Parker, Alstynne, & Choudary</p>
5	<p>a. Achieving the Potentials of Your Organization - How to Overcome the Dangers of Commoditization, MIT Sloan Working Paper No. 4260-02 (Available at MIT Open Courseware)</p> <p>b. Reference Book: Seven Strategy Questions: A Simple Approach for Better Execution by Robert Simons</p>
6	<p>a. Case: Mobile Eye: The Future of Driverless Car, HBS#715421</p> <p>b. How to Develop a great digital strategy by Jeanne W. Ross; Ina Sebastian; Cynthia M. Beath, MIT Winter 2017</p>
7	<p>a. How the Meaning of Digital Transformation Has Evolved by Tom Puthiyamadam, HBR, May 2017</p> <p>b. A Good Digital Strategy Creates a Gravitational Pull by Mark Bonchek, HBR, January 2017</p>
8	<p>a. Unlocking success in digital transformations, McKinsey Insight (Free Article)</p> <p>b. A Roadmap for Digital Transformation, McKinsey Insight (Free Article)</p>
9	<p>a. Reconnect with Your Customers from 'Driving Digital Strategy: A Guide to Reimagining Your Business' by Gupta</p> <p>b. Introduction to Digital Marketing from 'Digital Marketing' by Gupta</p>
10	<p>a. Advertising's New Medium-Human Experience</p> <p>b. Case: Hubspot - Inbound Marketing and Web 2.0</p>
11	<p>a. Branding in the age of social media, Douglas B. Holt, HBSP</p> <p><i>Based on Video Case: United Breaks Guitars;</i></p> <p><i>Article: https://www.forentrepreneurs.com/lessons-learnt-viral-marketing/</i></p>
12	<p>a. Data-Driven Development. 2018 Information and Communication for Development. The World Bank. (Chapter 3: Better Data for Doing Good: Responsible Use of Big Data and Artificial Intelligence)</p> <p>b. Digital India from 'Digital India: Governance Transformation' by Nippani and Murthy</p> <p>c. Data "Of the People, By the People, For the People". Chapter 4, Economic Survey 2019.</p> <p>d. Spreading JAM across India's economy. Chapter 3, Economic Survey 2015-16.</p>
13	<p>a. Universal Basic Income: A Conversation With and Within the Mahatma. Chapter 09, Economic Survey 2016-17.</p> <p>b. Effective Use of Technology for Welfare Schemes – Case of MGNREGS. Chapter 10, Economic Survey 2018-19.</p> <p>c. Redesigning a Minimum Wage System in India for Inclusive Growth. Chapter 11, Economic Survey 2018-19.</p>
14	<p>a. Case Studies in e-Governance Project Implementation and Lessons that can be Learnt from 'Digital India: Governance Transformation' by Nippani and Murthy</p> <p>b. Moving Beyond m-Governance – The Digi-road Ahead from 'Digital India: Governance Transformation' by Nippani and Murthy</p>

	c. Khan, S., Taraporevala, P., & Zerah, M. H. (2018). Mission Impossible: Defining Indian Smart Cities. <i>Economic and Political Weekly - Review of Urban Affairs</i> 53 (49), 80-88. d. Policies to Increase Value and Enhance Growth from ‘Platform Revolution’, by Parker, Alstynne, & Choudary
15	a. With Big Data Comes Big Responsibility, HBPS. Available at: https://hbr.org/2014/11/with-big-data-comes-big-responsibility b. “They Burned the House Down” An Interview with Michael Lynton by Adi Ignatius, Available at: https://hbr.org/2015/07/they-burned-the-house-down
16	a. New Laws on Data Privacy and Security Are Coming. Is Your Company Ready? HBPS. Available at: https://hbr.org/2019/07/new-laws-on-data-privacy-and-security-are-coming-is-your-company-ready
17	a. Research: A Strong Privacy Policy Can Save Your Company Millions, HBPS. Available at: https://hbr.org/2018/02/research-a-strong-privacy-policy-can-save-your-company-millions b. Management’s Role in Information Security in the Cyber Economy by Amitava Dutta and Kevin McCrohan
18	a. Case: AccorHotels' Digital Transformation: A Response to Hospitality Disruptor Airbnb, IN 1251

Note: Reference materials having an HBR url can be accessed by creating a free account at www.hbr.org. Each account can access six articles per month.