

## Digital Transformation: Top View of Course

Class	Date	Business Cases	Topic
<b>DIGITAL TRANSFORMATION: INTRODUCTION &amp; PLATFORM TRENDS</b>			
1	3/2/17	Intro to Digital Transformation in the Global Enterprise	What is Digital Transformation?
2	3/9/17	Case 1: Smartphone Industry in 2013: Samsung's Dilemma (Ivey 2014)	Business Ecosystem
<b>TECHNOLOGY PILLARS OF DIGITAL TRANSFORMATION</b>			
3	3/16/17	Case 2: GE and the Industrial Internet (2014)	Internet of Things
4	3/23/17	Case 3: Duetto: Industry transformation with big data (HBS 2016, 816028)	Growth of Big Data and the Internet of Things
5	3/30/17	Case 4: Recruit Japan: Harnessing Data to Create Value (IMD 2016, IMD824)	Big Data Analytics, Machine Learning
6	4/6/17	Case 5: Lumière: Supporting a Virtual Workspace on the Cloud (Ivey, 2016: W16084)	Cloud Computing
7	4/13/17	Case 6: Volkswagen Group: Driving big business with big data (Ivey 2014, W14007)	Big Data for Innovation
8	4/20/17	<b>Mid-Term Exam</b>	In-Class Exam
<b>DIGITAL BUSINESS TRANSFORMATION</b>			
9	4/28/17	Case 7: Lego (USC, 2015)	Digital Leadership
10	5/4/17	Case 8: Ultrabrand's Journey to a Smarter Web Analytics Product Offering (Ivey, Nov 2016: W16754)	Digital Intermediation
11	5/11/17	Case 9: Apple Inc.: Managing a Global Supply Chain (Ivey, 2014: W14161)	Smart Supply Chain Management
12	5/18/17	Case 10: Netflix: Designing the Netflix Prize (HBS 2014: 9-615-015)	Data Business and Crowdsourcing
13	5/25/17	Case 11: AccorHotels and the Digital Transformation (Insead 2017: IN1251)	Digital Disruption
14	6/1/17	Student Project Presentation	Digital transformation in selected industry sectors
15	6/8/17	Final Exam	Grande Finale !