

Course syllabus

1. Core data

Course code	Credits	Semester
VF00098NMMB	6	2024/25/2
Course title in Hungarian		
Digitalizáció és üzleti modellek		
Course title in English		
Digitalisation and Business Models		
Course title in other language		
Course leader	Institute	
Aranyossy Márta	Institute of Entrepreneurship and Innovation	
Language of instruction	Type of final assessment	
Hungarian	Exam	
Number of theoretical classes per week (full-time programmes)	Number of practical classes per week (full-time programmes)	
4	4	
Number of theoretical classes per semester (part-time programmes)	Number of practical classes per semester (part-time programmes)	
0	0	
Available for preferential study schedule		
Yes		

2. Main features

Course objectives
The aim of the course is to introduce students to the management aspects of business digitalization, with special attention to those issues where available and innovative information technology tools can have an impact on the business model as well. In order to achieve this, interdisciplinary issues are discussed and illustrated in practice, which concern the disciplines of IT management and strategy, finance, leadership and organization, project management. This also creates the opportunity for students to synthesize their knowledge in these areas to help solve business problems.
Brief description of the course
In the course, we discuss topics like: - How does the IS/IR strategy support the business model and business strategy? - How can a new business model be built around innovative IT, or how can the old one be transformed? - How can we put technology at the service of corporate perception and measure its impact? - How can IT competencies be managed in terms of the company as a whole or a project? - What are the current trends in business information technology?
Relationship with other courses of the programme
Due to its interdisciplinary nature, the subject builds on the other subjects of the master programme, but especially on the knowledge and skills of the students in the subjects of Entrepreneurship and Strategy, Enterprise Innovation and Project Management. Building on the subjects previously studied, students can interpret and examine business information technology decisions in a broader business context in a complex way, selected from an interdisciplinary toolkit.

3. Learning outcomes

Skill	Knowledge	Attitude	Autonomy and Responsibility
K1 Formulates business ideas and develops business models using methods and procedures used in business practice	T1 Knows the key concepts related to business ideas, value propositions and business models	A1 Is self-critical and curious about the opinions of others about their business ideas A2 Understands the	F1 Independently plans the tasks necessary for the establishment of a new business. F2 Assumes responsibility for their

K2 Develops plans for the commercialization of business ideas.	T2 Understands the process and tools of commercializing business ideas	importance of theoretical and methodological knowledge when running a business. A3 Accepts the need for system-wide analyses in business development A4 Seeks objectivity when developing its strategy. Ready to cooperate with other stakeholders in assessing strategic alternatives. A5 Takes a proactive approach to industry / technology development opportunities. A6 Keeps organizational strategic goals in mind during the process of defining project success criteria.	tasks in the preparation of financial reports. F3 Assumes responsibility for individual (a smaller group's) work in the strategic planning process. F4 Assumes responsibility for individual (or small group's) work in evaluating organizational strategies. F5 Takes responsibility for the industry development proposal developed by them or their team. F6 Consciously performs their tasks of determining the factors and criteria for project success and evaluating success.
K3 Is able to choose the performance evaluation methods that fit the company's activities, to use the methods efficiently, to prepare the evaluations, and can apply them routinely in regular business decisions.	T3 Is familiar with the company's performance assessment and theoretical background and relevant methods considering the company lifecycle.		
K4 Manages aspects of development activities in an integrated manner	T4 Recognizes the complexity of systems, and that the business development activity can only be interpreted in a given context		
K5 Contributes to activities to evaluate organizational and business-level strategies, to create corporate and business strategic alternatives and assess their feasibility	T5 Differentiates between business and corporate strategies, knows its types, models, sources, and implementation tools		
K6 Anticipates breakpoints in a given industry, able to work on strategic proposals to promote proactive development in a given industry	T6 Understands the key issues of a particular industry		
K7 Participates in / or supports the definition of project success criteria.	T7 Knows and understands the different approaches to project success and understands their components, connections and elements. Also knows the conceptual meaning of success criteria, critical success factors and key performance indicators (KPIs).		

4. Mandatory readings

Required literature	URL
Andriole, S. J. (2017). Five myths about digital transformation. MIT Sloan Management Review, 58(3).	
DalleMule, L., & Davenport, T. H. (2017). What's your data strategy?. Harvard Business Review, 95(3), 112-121.	
El Sawy, O. A., & Pereira, F. (2013). VISOR: A unified framework for business modeling in the evolving digital space. In Business modelling in the dynamic digital space (pp. 21-35). Springer, Berlin, Heidelberg.	
Iansiti, M., & Lakhani, K. R. (2014). Digital ubiquity: How connections, sensors, and data are revolutionizing business. Harvard Business Review, 92(11), 91-99.	
Kappelman, L. A., McKeeman, R., & Zhang, L. (2006). Early warning signs of IT project failure: The dominant dozen. Information systems management, 23(4), 31-36.	

Király, G., & Köves, A. (2015). A gépek korszaka-újratöltve. Közgazdasági Szemle, 62(3), 341-348.	
Ross, J. W. - Weill, P. (2003): Hat IT-döntés, melyet nem az IT-seknek kellene meghozniuk. Harvard Business Review (magyar). 2003/ 4.	
Silvius, A. J. (2008): The Business Value of IT: A Conceptual Model for Selecting Valuation Methods. Communications of the IIMA Vol. 8. No. 3. p57-65.	
Stewart, T. A. editor (2003): Does IT Matter? An HBR Debate. Harvard Business Review. 2003/June (Carr alap cikke és minden reakcióból egy-két főbb gondolat kiemelése, esetleg példákkal)	