A. COURSE DESCRIPTION
With the recent technological advancement under globalization, including digitalization, robotic automation, AI and Data Analytics, etc., nowadays there are more dramatic changes and challenges in different industries than ever before. In order to be competitive under such a global landscape, a good understanding of how Digital Transformation (DT) and Data Analytics (DA) can be applied effectively in business management strategy is crucial.

Digital Transformation can speedup product development processes, shorten business transaction cycles, expand market reach, improve marketing support, and allow companies to manage customer relationship more effectively. Today almost every company is trying to find out how best to deploy DA throughout its value chain to improve operational effectiveness, enhance strategic position, and ultimately create sustainable competitive advantage (SCA).

Data Analytics on the other hand can facilitate business decision making by processing and examining different data sources with the support of specialized systems and software platforms. DA technologies and techniques are widely used in different industries to enable organizations to conduct comprehensive analysis bases on internal and external data, make more-informed business decisions, and implement predictive analysis.

The course of “Business Management and Digital Transformation Strategy - A Data Analytics Approach” is designed to equip students with a thorough understanding of Digital Transformation and Data Analytics, and how they can be applied practically to develop superior business management strategy. Discussion of how to deploy DT within an organization, as well as the techniques to make competitive business decision via DA will be made. The impacts of DT and DA to different business management strategies including sales and marketing strategies, customer service support, customer analysis, change management and process improvement, etc. will be explored in details.

B. COURSE OBJECTIVES
- To understand the fundamental frameworks of business management strategy and their industry applications
- To allow students to develop practical techniques to solve business management issues via the latest digital technologies, applications and platforms
- To discuss the objectives, processes, obstacles and required resources when deploying Digital Transformation within an organization
To understand how DT is related to business management strategy, corporate culture, people management, technology deployment and process enhancement; identify the specific attributes of an organization that can be digitally transformed.

To study Data Analytics and corresponding specialized systems and software platforms; appreciate how to apply DA tools / techniques to conduct business decision making and predictive analysis for a corporation.

To explore practical case studies of how DT and DA are being applied in sales and marketing, customer service support, customer analysis, change management and process improvement, etc.

To enable students to equip the necessary skills for exploring and addressing specific management problems faced during the process of DT and deployment of DA.

### C. TOPICS

- Fundamental frameworks of business management strategy, with focus in business and marketing frameworks.
- Competitive business management strategy via Digital Transformation (DT) and Data Analytics (DA).
- Core components of Digital Transformation and formulation of a DT plan.
- Processes, obstacles and critical successful factors (CSFs) when deploying DT within an organization.
- Cross-cultural management to achieve effective Digital Transformation.
- Data Analytics – systems, platforms, tools and techniques.
- Applications of DA in different corporate functions for drawing insights and conducting predictive analysis.
- Case studies of DT and DA in sales and marketing, customer service support, customer analysis, change management and process improvement, etc.