Management of innovation and digitalization (IBA-001)

(INNOVATSIOONI JA DIGITALISEERIMISE JUHTIMINE)

SUBJECT DESCRIPTION

Credits (ECTS)	5.00 ECTS
Assessment	grading

Aim of the subject and short description

Course prepares students to lead innovation and digital transformation within organizations. Students learn key concepts and frameworks necessary to foster a culture of creativity and manage innovation portfolios strategically. The course covers the integration of emerging digital technologies to enhance competitiveness and solve business challenges using design thinking and agile methodologies. Emphasis is placed on data-driven decision-making to optimize strategies and business processes. It also explores the management of cross-functional teams and the effective communication of transformation roadmaps. Ethical, social, and regulatory considerations are addressed to ensure responsible digitalization. Global trends and competitive analyses offer insights into successful strategies worldwide. Overall, this course equips students with the skills to thrive in the evolving digital landscape.

Learning outcomes:

Student:

1. demonstrate comprehensive knowledge of the concepts, models, and frameworks for managing innovation and digitalization in tech-based companies;
2. analyze how digital transformation drives innovation within various business models and sectors;
3. develops strategies for fostering a culture of innovation that aligns with organizational goals and assess and manage innovation portfolios to balance risk and reward;
4. utilize data analytics and business intelligence to inform decisions and optimize processes;
5. analyze global trends affecting technology-driven companies and their innovation strategies.