BARCELONA SCHOOL OF MANAGEMENT

eBusiness Technology and Management

Professor: Jorge Salinas
Course Type: Elective
Credits: 3 CTS
Term: 3rd

Course Description

Our society experiences times of clear transformation in the way we perform basic tasks such as communicating, working, buying or enjoying free time. Technology, and, in particular, solutions such as social networks, mobile communications, telework, e-commerce or video games are changing the way we live, usually described as digital transformation.

All these changes affect the way to implement business and require significant changes in the companies offering these products and services and it is forcing them to teach and hire a new profile of employees: digital professionals.

An important aspect of this transformation is that it has already begun in people, whether consumers, users, customers or citizens; Through mobile devices (mobility) and networks of greater capacity and storage capacity (cloud) and proper use of data (bigdata), we demand new ways to consume these services.

There are many examples of new companies that are breaking into traditional sectors and challenging companies with many years of experience and consolidated. It is also being transformed by companies such as Amazon, Apple, Spotify, AirBNB, Booking, Wallapop, Paypal and Tesla. But also, companies we can define as traditional, which are undergoing very important transformation processes in sectors such as utilities, banking, telecommunications or retail, such as Gas NATURAL, BBVA, Telefónica and Zara.

E-business is the application of information and communication technologies (ICT) in support of all the activities of business. During the course, we will focus in mobility,

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cloud and bigdata and how companies are using the technology to transform how they create value to their customers.

Therefore, the course will be of value to students planning careers in digital strategy, digital communication, digital marketing, social media, digital analyst, e-commerce, mobile development, big data and open data, among others.

Objectives

- Help you understand how digital revolution is transforming current businesses and creating new ones
- Help you understand the technologies around those transformations (mobility, cloud, big data, chatbots, blockchain, IoT,
- Expose you to a number of examples of the successful use of digital transformation.
- To learn to conceptualize and create digital product, introducing Business Model Canvas, SCRUM, …

Note: the course does not aim to cover programming

Methodology

The course will combine relevant theoretical material with a selection of applied cases. The theory is divided in two main tracks:

HORIZONTAL VISION. Covering topics as user centered design, smart mobility, market evolution and relevant technologies (bigdata, cloud, apps, locations services, proximity solutions, augmented and virtual reality, wearables, artificial intelligence, machine learning, bots, IoT, edge computing, blockchain, …

VERTICAL VISION. Specifically, this course will introduce different sectors or areas being transformed by digital products and solutions, among others:

- Connected Vehicle (Car, Transport, …)
- Connected Home
- Connected Consumer (Retail)
- Connected Citizen (Smart City)
- Connected Things (IoT, Industry 4.0)
- Connected Employee
- Connected Health
- Connected Fan (Media, Sports, Culture,…)
- Connected Visitor (Tourism, ..)

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PRACTICAL

Using lecture material, case-studies, class discussion and related exercises, students will develop benchmarking among different companies and specific business plans in various decision contexts.

The pedagogical philosophy in this course embraces the principle of learning by doing. Students are expected to struggle at times, which is the learning by doing process, both in individual assignments and within a group.

As an example, past years different real case-studies have been discussed and in some cases presented by the real company during the class like "Gas Natural, mobilizing our salesforce", "Barcelona City Council, a complete apps offering", "Condis Supermarket, first Commerce solution", …

Other times, the student assumes the role of responsible within the company, deciding the strategy and the solution most appropriate for the problem raised. Some examples: "SmartTV present and future", "mHealth Innovative iniciatives", "New ways of shopping" , …

Finally, "The App Challenge" is a final project where a complete digital solution is presented in public together with a memory (50 pages, one and a half-spaced pages, 12 font)

Sometimes the lecture will use assigned readings as a starting point to investigate selected topics in greater detail. Students are expected to read the assigned materials before coming to class.

Evaluation criteria

Grading

- Class Participation - 20% - awarded for advancing and contributing to the debate in class, cases, homework, …
- 3 Cases / Projects – 30%, 10% each
- Final Project - 20% - "The app challenge"
- Final test exam - 30% - A multiple choice final test

You can retake Final Project and the Cases but it is necessary to agree on this with the professor previous to the deadlines.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

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Reading Materials/ Bibliography/Resources

To be provided

Bio of Professor

Jorge is Telecommunications Engineer from the Polytechnic Center of Zaragoza with additional training in Marketing and Business Management.

He has held different responsibilities such as pre-sales, product and project manager and account manager at Ericsson and Vodafone, with national and international responsibilities In 2006, he joined Tempos 21, an start-up founded by Ericsson, Telefónica and HP to develop mobility solutions for enterprises. Tempos 21 was acquired in 2008 by Atos, where he has been commercial director of the Mobility Competence Center of Atos in Barcelona. Since 2013, the Tempos 21 brand disappears in the new Wordline.

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