ACCT6349 - Managing Digital Strategy

ACCT 6349 (MIS 6302) Managing Digital Strategy (3 semester credit hours) This course explores the strategic management issues associated with the transformation of all businesses into digital businesses. It focuses on developing an understanding of how to develop a business models to implement strategies that are based on digital systems across different industries. This includes understanding how to develop business plans, how to align the business architecture with the digital systems architecture, and appropriately managing the digital systems to maximize business value. The course will deal with assessing and developing business strategies by harnessing contemporary phenomena in the digital world, such as the Internet of Things, Mobility strategies, and include applications of emerging techniques based on machine learning, artificial intelligence and semantic analysis to craft appropriate business strategies for firms. Credit cannot be received for both ACCT 6349 and MIS 6302. (3-0) Y