

Digital Business Innovation

The Major **Digital Business Innovation** aims to provide students with a comprehensive and critical understanding of the **business impact of Digital Technologies**, from the strategic, organizational and operational perspectives. Students will learn how to interpret current trends and future scenarios regarding Digital Technologies and identify and leverage on the related business opportunities.

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Digital Business Innovation Lab

Expected Learning Outcomes

Understand the main digital mega-trends that are deeply changing the global economy and get a practical understanding of the impact that digital mega-trends have on companies by:

1. Working on **real digital business innovation project briefs** offered by relevant companies from the Italian and international ecosystem;
2. Applying appropriate **methodological tools** for digital business innovation to such real projects.

Professors

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Learning Experience

The Lab consists of a **mixed learning approach** where students will attend a few introductory classes and will be involved mainly in groupwork activities with peers, companies, academic tutors, and professors.

- Students will be offered a range of **project briefs offered by top companies** from the Italian and international ecosystem concerning topics in digital business innovation, that address strategic, organizational, and operational implications.
- Students will acquire the **methodological tools** needed to conduct projects related to digital business innovation within established companies and new ventures.
- Students will be required to carry out teamwork, structured in **diverse teams** that comprise both Italian and international students, and that combine students with different disciplinary expertise (e.g., management, computer science).
- Students will be involved in **one-to-one meetings** with company tutors, as well as reviews with professors and academic tutors, and will have the possibility to interact with researchers from the Osservatori Digital Innovation.

Examples of involved companies

Microsoft, Tencent, Deliveroo, Haier Europe, Sony Music, Volvo Trucks, BNP Paribas, Enel, Ferrovie dello Stato Italiane, IBM, Pelliconi