Major
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 Manufacturing (ING-IND/17) New Forms of Organization (ING-IND/35) Omnichannel Marketing Management (ING-IND/35) Economics of Innovation and New Technologies (ING-IND/35) Agile Innovation (ING-IND/35) Machine Learning (INF/01) Digital Technology (ING-INF/05)	10

Laboratory
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 megatrends 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.

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.

Professors
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Examples of involved companies
Microsoft, Tencent, Deliveroo, Haier Europe, Sony Music, Volvo Trucks, BNP Paribas, Enel, Ferrovie dello Stato Italiane, IBM, Pelliconi