

COURSE CODE	COURSE NAME		
<i>Enter Course Code</i>	<b>Organizational Behavior</b>		
Credits	US Credits	3	/ ECTS Credits 6
Student Workload	Contact Hours	Personal and/or Teamwork	
	39	120	
Teaching Language	English		
Co/Prerequisite	None		
Discipline	Management & Organisation		
Course Manager	Caroline Joussemet - <a href="mailto:caroline.joussemet@skema.edu">caroline.joussemet@skema.edu</a>		
Course Description	<p>Information technology and digitalization have been changing companies drastically. This is particularly true for innovation and the mechanisms to improve it, as data and techniques for analyzing it are more and more available and customized to the company's needs. It is therefore impossible for a company nowadays to be competitive in its markets without developing a digital culture. Managers and Entrepreneurs need to be aware not only of the opportunities but also of the challenges that digitalization and digital culture imply, both for individuals and companies. This course explores how digitalization changed companies' innovation landscape and discusses examples of successful and unsuccessful practices across a wide range of industries. Furthermore, this course will assess the consequences that digitalization brings upon companies' social responsibility and, at the individual level, changes in practices and behavior.</p>		
Learning Outcomes	<p><b>Knowledge and Understanding (subject-specific) - The student is expected to:</b> The student is expected to understand the main concepts of digitalization, digital culture, and the change in managerial practices due to the adoption of digital technologies within companies. The student will be exposed to theoretical concepts, case studies, and testimonies by experienced managers and entrepreneurs operating in the digital world.</p> <p><b>Cognitive / Intellectual Skills (generic) - The student is expected to:</b> The student is expected to develop critical thinking over topics and phenomena in the digital world. Such critical thinking will be built by discussing case studies, interactions with managers and entrepreneurs, and the analysis of digital material, in which content is not related to management and entrepreneurship. This last exercise will enable students to translate theoretical concepts into different contexts.</p> <p><b>Key Transferable Skills (generic) The student is expected to:</b> The student is expected to be able to use the concepts learned during the course in different practical contexts. The ability to use generic theoretical concepts as a framework to re-think real-life situations, through the discussion of case studies, is one of the main goals of this course, as well as the use of quantitative methods to critically elaborate and evaluate the validity of information gathered, especially in the digital era where information is overly abundant.</p> <p><b>Practical Skills (subject-specific)</b> The student is expected to develop an understanding of how the digital world has changed companies and their managerial processes, what the underlying mechanisms of digitalization are, and how to use such tools for building a career in the digital world. In addition, the discussion about correlation and causation will provide the student with a tool for interpreting the information gathered through different sources.</p>		

Course included in AACSB Assurance of Learning	No If Yes, enter the LO(s)	
Transferable Competences	<input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> Ethics <input type="checkbox"/> Artificial Intelligence <input checked="" type="checkbox"/> Technological Agility <input checked="" type="checkbox"/> Communication <input checked="" type="checkbox"/> Research Methods <input type="checkbox"/> Other	Please include details here: Students will be exposed to the effects that digitalization has on different areas of the organizations. They will be exposed to different research methods and market validation techniques to develop their final project.
Teaching Methods	<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Blended Learning <input type="checkbox"/> Guided Personal Work <input checked="" type="checkbox"/> Autonomous Personal Work	<input checked="" type="checkbox"/> Case Study <input checked="" type="checkbox"/> Project <input checked="" type="checkbox"/> Seminar <input type="checkbox"/> Other <i>Please specify</i>
Student Assessment	<b>Written Examination</b> Final Exam (40 MCQ + 6 OQ)	<b>Coefficient %</b> 40 %
	<b>Continuous Assessment:</b> Midterm Exam (20 MCQ + 3 OQ) Individual Project (3 minutes assessment video) Team Project	<b>Coefficient %</b> 20 % 10 % 30 %
Grading System	Please refer to the Academic Regulations for the grading system used in the BBA Program and further details and for information concerning absences, participation in class, plagiarism, etc.	
References / Books	<p style="text-align: center;">Required for the course</p> <ul style="list-style-type: none"> <li>- 'Rowles D., &amp; Brown, T. (2017). Building Digital Culture: A practical guide to successful digital transformation. London: Kogan Page.</li> <li>- Parker, G. G., Van Alstyne, M., Choudary, S. P., &amp; Foster, J. (2016). Platform revolution: How networked markets are transforming the economy and how to make them work for you (p. 352). New York: WW Norton.</li> <li>- Boudreau, K., &amp; Lakhani, K. (2009). How to manage outside innovation. MIT Sloan Management Review, 50(4), 69.</li> </ul> <p><b>Additional material will be provided one week before class.</b></p>	<p style="text-align: center;">Recommended references</p> <ul style="list-style-type: none"> <li>- Wade, M. 2020. Corporate Responsibility in the Digital Era. MIT Sloan Review</li> <li>- Lobschat, L. et al. 2021 Corporate digital responsibility. Journal of Business Research, Vol. 122, pp. 875-888.</li> <li>- Von Andersen, N. 2020. Redesigning Corporate Responsibility. How Digitalization changes the role companies need to play for positive impacts on society. Deloitte report.</li> <li>- Okazaki, S. et al. 2020. Exploring digital corporate social responsibility communications on Twitter. Journal of Business Research, Vol. 117, pp. 675-682.</li> <li>- Vasile, C. 2012. Digital era psychology – studies on cognitive changes. Procedia - Social and Behavioral Sciences, Vol. 33, pp. 732-736</li> <li>- Suler, J.R., 2016. Psychology of the digital age: Humans become electric. Cambridge University Press.</li> </ul>

Online reference material	Required for the course Additional material will be provided one week before the class.	Recommended references <i>List any recommended online resources here</i>
<b>COURSE CONTENT</b>		
<b>Session:</b>	<b>Contents:</b>	
Session 1	Part 1: Introduction to Digital Culture and Management Part 2: Team building exercise + Initial work on the final project	
Session 2	Part 1: Antecedents of Digital Culture: Open Innovation – Behind Exponential Growth Part 2: Case study 1: Nestle'	
Session 3	<b>Asynchronous:</b> Developing a platform idea + deadline (3 slides: problem + idea)	
Session 4	Part 1: Digital Culture and Digital Career: Plotting a Digital Journey Part 2: <b>Alba Muñoz Luengo</b> , Partner Marketing   SaaS B2B, Spain	
Session 5	Part 1: Digital Culture and People Part 2: Digital Culture Framework I	
Session 6	Part 1: Digital Culture Framework II Part 2: Case study 2: Nike	
Session 7	Part 1: Digital Culture Framework III Part 2: Case study 3: Mastercard Case	
Session 8	<b>Asynchronous:</b> Individual videos assessment + deadline (max 3 minutes video)	
Session 9	Part 1: Digital Economy and Competition Part 2: Digitization and New Business Models: Network Effects	
Session 10	Part 1: Digital Culture and New Business Models: Strategy Part 2: Launch and Monetization Workshop	
Session 11	Part 1: Measurement, KPI, and the power of data Part 2: <b>Maria Frangieh</b> , Digital Marketing and Communications Consultant, Founder and Managing Director Socialprise, Founder and CEO at Watani, Lebanon	
Session 12	<b>Asynchronous:</b> Final project development + deadline (max 5 pages report)	
Session 13	Team projects presentations	