

MSc in Management Engineering

Stream: Digital Business and Market Innovation

### Digital Business and Market Innovation Market needs

Digital Technologies are becoming more and more pervasive and strategic in all organizations – companies and government institutions – as a **powerful driver of innovation and renewal** at all levels (products/services, processes, business models, dataset, etc.)

### Digital Business and Market Innovation The risers– companies with the largest absolute increase in market cap

Company name	Nationality	Industry Technology	Change in market cap 2016-2017 (\$bn)		Market cap 2017 (\$bn)	Market cap 2016 (\$bn)
Apple	United States		149	25%	754.	604
2 Amazon.com	United States	Consumer Services	144	51%	423	280
3 Bank of America	United States	Financials	97	69%	236	140
4 JPMorgan Chase	United States	Financials	96	44%	314	217
Samsung Electronics	South Korea	Consumer Goods	93	56%	259	167
Facebook	United States	Technology	86		411	325
7 Tencent	China	Technology	80		272	192
B Charter Communications	United States	Consumer Services	78	345%	101	23
Alibaba	China	Consumer Services	73	38%	269	196
O Microsoft	United States	Technology	72		509	
1 Alphabet	United States	Technology	62	12%	579.	518
2 Berkshire Hathaway	United States	Financials	61	17%	411	350
3 Citigroup	United States	Financials	43	35%	165	123
4 China Construction	China	Financials	41	26%	202	161
5 Johnson & Johnson	United States	Health Care	39	13%	338	298
6 HSBC	United Kingdom	Financials	39	31%	162	123
7 Unitedhealth Group	United States	Health Care	35	29%	158	123
18 Wells Fargo	United States	Financials	34	14%	279	245
9 TSMC	Taiwan	Technology	31	24%	161	130
20 Comcast	United States	Consumer Services	29	19%	178	149

Source: Pwc. 2017

## Digital Business and Market Innovation Technological sector

Technology overtakes Financials and is now the largest sector in terms of market cap (\$3,58 bn)

Industry	Market cap 2017 (\$bn)	Number of companies 2017	Change in market cap of current top 100 2016-2017 <sup>(1)</sup>		
1 Technology	3,582	12	20%		
2 Financials	3,532	21	15%		
3 Consumer Goods	2,660	17	10% (includes amazon		
4 Health Care	2,300	16	4%		
5 Consumer Services	1,940	11	24%		
6 Oil & Gas	1,411	8	7%		
7 Industrials	876	7	5%		
8 Telecommunications	859	5	-1%		
9 Basic Materials	278	3	20%		

### Digital Business and Market Innovation Market needs

All organizations – companies, government institutions, financial operators, consulting boutiques, etc. – need individuals able to understand and further **Digital Technologies**-driven business innovation

### Digital Business and Market Innovation The educational project – key goals and competences developed

- The educational goal of this track is to give students a comprehensive and critical understanding of the business impact of Digital Technologies
- The combination of theories, business cases and project works offers students a great and effective program (action learning)
- More precisely, students attending this stream will be able to:
  - Effectively interpret all the current trends and future scenarios regarding Digital Technologies
  - Play an active and driving role in digital innovations projects in any organization
  - Understand how to best take advantage of the infinite data and information available in the digital realm
  - Identify the business opportunities brought on by Digital Technologies and use them to create innovative startups

#### Digital Business and Market Innovation The starting jobs

#### **Digital Innovation Activist...**

... there is an ample variety of opportunities in the job market for this professional figure:

- consultancy firms (both strategic and application)
- manufacturing and service-industry firms
- financial institutions
- public administration
- large global Internet companies & hi-tech companies

#### ... with roles in

- Strategy
- Marketing
- IT management
- Innovation and project management
- **....**

... moreover, the strong stimulus towards creative and entrepreneurial approaches creates a close relationship between this educational path and an entrepreneurial career

#### **Stream Architecture**

Courses	Sem	ECTS	ECTS
Digital Business Innovation + Designing Digital Business Innovation Lab		15	15
Multichannel Customer Strategy		10	10
Applied Statistics	1	5	
Business Intelligence	1	5	5
Digital Technology	2	5	
Additive Manufacturing	1	5	
Branding and Communication	2	5	
Public Management	1	5	5
Social Innovation	1	5	
Supply Chain and Purchasing Management	1	5	
Free GESLM	1-2	5-10	5
Free FREELM	1-2	5-10	5
Final Project (Thesis)	1-2	15	15

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#### **DIGITAL BUSINESS INNOVATION**



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**DESIGNING DIGITAL BUSINESS INNOVATION LAB** 

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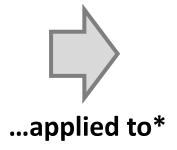
#### **DIGITAL BUSINESS INNOVATION**

#### Strategic Analysis in the digital field...

What's the strategic value of digital innovation?

Let's understand it through methodologies you should be familiar with

- SWOT
- Business Portfolio Analysis
- Business Model Canvas
- **■** [...]







<sup>\*</sup> companies may change



### **DIGITAL BUSINESS INNOVATION**

#### Digital Driven Business Process Reengineering...

What's the impact of Digital Innovation on company processes?

The relationship with the customer in the extended purchasing process (BPR)



The interface processes among companies, i.e. Extended Enterprise (BPR, NPV, Payback)

<sup>\*</sup> companies may change

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#### **DIGITAL BUSINESS INNOVATION**

#### **Entrepreneurship**

What's the role of Digital Business Innovation in entrepreneurship?

Let's understand it through

- Lean Startup methodology
- Lectures by entrepreneurs



#### **DESIGNING DIGITAL BUSINESS INNOVATION LAB**

#### The hottest topics in the digital innovation field

- eCommerce
- Big Data
- Internet of Things
- Mobile Strategy
- Supply Chain Finance
- Mobile Payments
- Mobile Enterprise



#### **DESIGNING DIGITAL BUSINESS INNOVATION LAB**

**Project-works offered by TOP Companies\* or...** 

















...Project-works to develop your digital entrepreneurial idea



<sup>\*</sup> companies may change