

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
5 Samsung Electronics	South Korea	Consumer Goods	93	56%	259	167
5 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	437
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		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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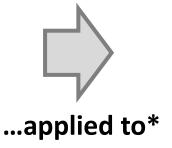
#### **DIGITAL BUSINESS INNOVATION**

#### 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