

## Course Descriptions None 2024-2025

Course Title Digital Value Creation

Course Code EBC4084

ECTS Credits 6,5

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	28-10-2024	15-12-2024			X		X

Level Advanced

Coordinator Anant Joshi For more information:[a.joshi@maastrichtuniversity.nl](mailto:a.joshi@maastrichtuniversity.nl)

Language of instruction English

Goals After successfully finishing this course, students will be able to:  
\* Learn theoretical and methodological background on the relation between digital business strategies, digital investment, and economic performance;  
\* Understand the relation between digital initiatives and business transformation.  
\* Understand governance of digital resources  
\* Examine how to assess the business value of digital initiatives

Description The objective of this course is to understand the role of ICT on business performance and on sectoral and aggregate economic performance. It includes modelling techniques, measurement issues and methodological approaches to analyse the impact of ICT on business and economics. It has a special focus on data analysis and research methodologies. Moreover, as we will show, innovation at more levels, e.g. organisational innovations and organisational change is needed for ICT investments to be successful. Part of the course is to analyse and report on a real life example based on either firm level data (case study) or at a sectoral or more aggregate data.

Literature

Prerequisites

Keywords

Teaching methods

Assessment methods Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Master Digital Business and Economics

Compulsory Course(s)