

Master of Science in Digital Leadership Course Descriptions

BUS-4139 Augmented/Virtual Reality (1 credit)

Is reality what we experience through our five senses and process through our understanding, or is it putting on a virtual reality headset and interacting with others in another world? With the growing popularity of augmented and virtual reality, the line between real and virtual reality is becoming blurred. This course is based in that blurred space. It starts by helping students understand what extended reality is and how its applications are used in business. They will also explore the emerging capabilities of organizations that are using virtual reality and will be empowered to make recommendations of their own as to how this kind of technology may further transform organizations. Also, as ethical issues have arisen surrounding extended reality, students will be given insights into what those are and how to navigate them.

BUS-4141 Cybersecurity (1 credit)

Cyberattacks are on the rise and they can be catastrophic to a business in terms of operational downtime, lost profits, and growing distrust from stakeholders. This course is designed to help leaders become better equipped to mitigate these threats by improving their understanding of the current state of cybersecurity, how businesses are using it, and what they can do to better protect themselves from cyberattacks. In addition to learning the application and outcomes of cybersecurity, students will be exposed to the growing ethical debates surrounding cybersecurity in order to be better prepared to make security recommendations for their organizations.

BUS-4750 Elective Course (4 courses at 1 credit each)

This course is intended as an elective course for Digital Leadership students. Each one will cover a specific topic revolving around an emerging technology, a digital leadership phenomenon, and/or analytic tool. Such topics that may be covered are digital twins, autonomous vehicles, FinTech, and more. These courses will allow you dig deeper into the topics that interest you and gives flexibility around to choose your path towards earning you digital leadership degree.

BUS-4146 Internet of Things (1 credit)

Can you see the value of a drone being connected to a warehouse, or your car connected to your refrigerator? The Internet of Things (IoT) is the emerging technology of connection via the internet. In this course, students will be given the opportunity to explore the value this type of technology provides to their organization. It also will enable them to create strategic recommendations using IoT for their business and ways the technology can ethically be used to satisfy stakeholders' needs and wants.

BUS-4132 Mobile Technology (1 credit)

Mobile technology is the cornerstone of connectivity and organizations need to leverage this technology to solve their problems, improve efficiencies, and be able to connect to everything whenever and wherever is needed. This course goes beyond looking at the marvel of the cell phone and concentrates on the strategic need and phenomenon of delivering a mobile experience. For the digital leader, this means providing rapid mobile technology development and the expansion of capabilities to develop newer and better value for their stakeholders. Currently, the market is focused on delivering 5G, but a

gap exists around what opportunities this enables for organizations and the further evolution of their digital value propositions.

BUS-4147 The Foundation for Digital Transformation (1 credit)

Top executives have identified digital transformation as the critical growth driver for businesses over the next decade. However, it is still largely unclear what digital transformation is and more importantly, how it can be successfully achieved. This course is designed to prepare students to transform their business and industries by helping them understand the foundations of digital transformation (digital technology, process, and people) and analyzing their impact on organizations. After developing this understanding, students will learn to evaluate the likelihood of a firm's success to digitally transform by examining its ability to produce stakeholder value through its digital platform.

BUS-4136 Robotic Process Automation (1 credit)

Robotic Process Automation (RPA) allows organizations to work smarter by automating everyday mundane tasks that provides more time for employees to work on more important things. RPA allows many business processes to be automated, eliminating the needs for employees to perform repetitive tasks like data entry and has the benefit of reducing costs. This course will teach the basics of the technology using one of the most popular RPA software programs. Its focus will be on evaluating the need for RPA in an organization, determining its value, and teaching students how to implement RPA initiatives within the business. It is easy to understand how businesses that are well versed in RPA will have an edge over those that aren't.

BUS-4135 Agile Development (2 credits)

It is estimated that 70% of all projects fail. This course will help project owners and team members increase their chances of development success by introducing and reinforcing the Agile Development process method. The Agile Development method is critical for digital leaders as it prepares them to work withing self-organizing and cross-functional teams to move the organization forward. In this course students will learn to lead agile teams and how they might be used for the benefit of their organization. They will come to understand how delivering parts of a project incrementally may be better than trying to do it all at once in a rapidly changing environment. Finally, students will be exposed the "scrum" process and discover the pros and cons of its use.

BUS-4144 Blockchain (2 credits)

In this course, students will learn how blockchains operate as decentralized ledgers and how businesses can begin to leverage the opportunities these types of technologies afford to them. After establishing an understanding of blockchain technology, the course will transition to cryptocurrency and discuss the emerging value propositions these new types of currencies provide to businesses. The course will also explore the concept of non-fungible tokens and will conclude with an investigation into the ethical challenges related to blockchain technology.

BUS-4142 Business Model Innovation (2 credits)

If companies don't innovate, they evaporate. This is especially true as an organization begins the digital transformation process. In this class, students will be taught how to evaluate an organization's business model to facilitate its transition to the digital realm. The idea is to transition a company's business model into something that creates additional value for all stakeholders by leveraging emerging technologies, analytics and digital leadership.

BUS-4145 Cloud/Edge Computing (2 credits)

In this class, students will learn to distinguish between cloud and edge computing and will be able to articulate the value of each to their organization. Students will also become familiar with the major cloud providers (e.g., Google, AWS, and Azure) and will be able to create a cloud transformation plan that highlights their organization's cloud journey and transformational process to the cloud.

BUS-4134 Customer Experience (2 credits)

As the rate of technology increases and more products and services transition to the virtual realm, organizations need to ensure that both their internal and external customers are included. This course helps digital leaders understand, use, and apply the customer experience construct. It will help them create an experience for customers that goes beyond customer service for external customers and actively involves internal customers in the co-creation of value that supports their business's digital transformation.

BUS-4143 Digital Ethics & Privacy (2 credits)

Do individuals have a right to digital privacy? What are the ethical ramifications that support our virtual existence? In this class, students will explore the idea of digital privacy and how businesses are balancing the need to make a profit while simultaneously safeguarding their stakeholders' data. In addition to digital privacy, students will develop the ability to evaluate emerging technologies through varying ethical lenses and begin to explore the future directions of digital ethics.

BUS-4690 Leading Digital Teams (2 credits)

Nearly 90 percent of businesses are pursuing some sort of digital transformation project. With this much emphasis being placed on organizational change, leaders of organizations will need to be acutely aware of how to manage the process -- especially the employees who are at its core. In this course, students will understand what effective leadership is and what it means for the strategy of the company. They will examine the importance of leading digital teams through top-down and bottom-up approaches that apply a global and culturally sensitive paradigm to each model. Students will leave with the skills to lead a diverse digital team as they work to transform and create new value for their organizations.

BUS-4675 Talent Management (2 credits)

In 2020, the concept of talent management changed dramatically. Since that time, employees have begun transitioning away from the office, and managers are now dealing with the emerging phenomenon of "quiet quitting." This course will prepare students for this new era of talent management that focuses on the employee and works to empower them in the emergent digital age.

Students will learn how to reinforce the company's culture by working with employees to create change, invest in culture, and become future leaders of the organization.

BUS-4138 Artificial Intelligence (3 credits)

Hollywood has taught us that artificial intelligence (AI) involves robots that want to take over the world. While this notion is both terrifying and fascinating to watch, it fails to portray how AI is being used successfully by businesses every day to create value for stakeholders. This course will help inform your perspective on how AI is helping businesses by developing your understanding of how organizations develop their AI capabilities, looking at various AI techniques including machine learning, and discussing the ethical challenges raised by using AI in business. The ability to understand and use AI in business could transform the way business is done by equipping organizations with the ability to reimagine what is possible and simultaneously delivering it.

BUS-4133 Analytics (4 credits)

Businesses make decisions and improve processes by using both their own and external data with a variety of data-driven and analytic techniques. This course introduces students to the business data landscape, data management in commercial organizations, and the data-driven decision-making process. Students explore the fundamental concepts behind how data and analytics can improve business performance, using their individual roles and companies as subject matter.

BUS-4137 Intrapreneurship and Leading Change (4 credits)

Digital innovation can disrupt society and entire industries. Succeeding in this context requires a company and its leaders to be agile in creating new value propositions and building capabilities that transform the company. This course aims to provide students with an understanding of digital innovation while developing an entrepreneurial approach to managing external and internal change. It is structured around three modules. The first introduces digital innovation, concentrating on when and why firms introduce or respond to disruptive innovations. The second focuses on how firms create or participate in platforms and ecosystems central to most digital innovation products or services. The third addresses preparing the organization for and leading the transformation that comes from pursuing or responding to digital innovation.

BUS-4435 Digital Transformation: Design and Execution (4 credits)

As a business, it is better to be the disruptor than to do be disrupted. Since 2020, this fact is easy to see as businesses have rapidly accelerated their plans to digitally transform. The success of these transitions has been largely underwhelming as organizations have failed to leverage the right technologies to create better processes that support customer's current and future needs. This course is designed to help students increase their ability to drive digital transformation by focusing on both the design and execution of digital transformation. After taking this course, students will be able to assess current digital transformation design practices that will strategically fit their business and create a plan to increase success in executing it.

BUS-4105 Digital Leadership Capstone (4 credits)

What makes a good digital leader? The ability to lead organizations using emerging technologies and possessing a data-driven mindset that digitally transforms organizations and industries. This capstone project gives students the opportunity to apply the knowledge and skills learned throughout this program to a real-world problem that affects them and their organizations. Students will take a business problem from problem definition to digital transformation. This isn't a course where students write about a problem; rather, they work with a mentor to create value for themselves and their organization.

Prerequisites: All other Digital Leadership courses.