

Digital Business in the Era of Big Data and AI

UGRA_016569

Departments	Data, Analytics, Technology and Artificial Intelligence (DATA), Dept. of Operations, Innovation & Data Sciences
Teaching Languages	English
ECTS	4
Teacher responsible	Xavier Puig Farre - xavier.puig7@esade.edu

Course Goals

The objective of this course is to provide students with a deep, case-driven understanding of how digital transformation, platform economics, and artificial intelligence reshape global business strategies. By analyzing real-world market leaders, students will learn to identify disruptive business models, evaluate monetization strategies, and navigate the operational and ethical challenges of leading in the digital age. By the end of the course, students should be able to:

1. Analyze and Drive Digital Transformation: Evaluate how legacy organizations successfully transition into digital-first, customer-obsessed cultures by leveraging data, modern tech architectures, and agile mindsets.
2. Deconstruct Platform Economics & Network Effects: Master the dynamics of digital platforms, network growth, and disruptive pricing models, critically analyzing how companies scale ecosystems, leverage sharing economies, and optimize monetization.
3. Apply Design Thinking & Product Innovation: Synthesize the principles of product design, relentless customer-centricity, and structured experimentation to conceptualize "insanely great" products and digital services.
4. Evaluate AI-Native Disruption & Insurtech: Understand how modern, data-driven enterprises leverage artificial intelligence, automation, and behavioral economics from inception to completely disrupt highly regulated industries.
5. Navigate Responsible AI & Corporate Governance: Address the critical tensions between rapid AI innovation, corporate capitalism, and ethics, acquiring frameworks to operationalize ethical AI principles and manage algorithmic governance in global enterprises.

Previous

This course, "Digital Business in the Era of Data & AI," does not require any prerequisites. It is designed to

knowledge

be accessible to all students, regardless of their prior knowledge or experience in digital business, data or

AI. Whether you are new to these concepts or looking to deepen your understanding, this course provides a comprehensive foundation to help you succeed.

The course focuses on understanding the impact of new technologies on businesses, identifying business

models, and exploring revenue sources. It aims to equip future leaders with the skills necessary to manage

and lead successful organizations in the digital age. Therefore, all motivated students who wish to enhance their knowledge in this field are encouraged to enroll and participate fully.

Prerequisites

There are no prerequisites for this course.

Teaching methodology

This course leverages the case method as its primary pedagogical tool. We will use this approach to critically evaluate how both digital natives and traditional enterprises harness technologies to capture market leadership.

Through rigorous analysis of real-world case studies, students will explore the inner workings of digital transformation, platform economics, and AI business strategies. The methodology requires active student engagement, shifting from theoretical concepts to practical execution. By diagnosing real business challenges, students will learn to formulate, defend, and implement agile digital strategies that drive sustainable competitive advantage.

Description

Course contribution to program

This makes a significant contribution to the BBA program at ESADE. It equips students with critical skills and knowledge to navigate the rapidly evolving digital landscape. By focusing on the impact of new technologies on businesses, the course helps future leaders understand and implement digital strategies,

making them valuable assets in any organization.

Through practical case studies and theoretical discussions, students will develop analytical and decisionmaking

skills essential for managing digital transformations. This course also emphasizes the importance of staying ahead of digital trends, ensuring that graduates are prepared to lead and innovate in the digital economy.

Overall, this course enhances the BBA program by providing a strong foundation in digital business, fostering a forward-thinking mindset, and preparing students to excel in a technology-driven world.

Short description

"Digital Business in the Era of Data and AI " is a comprehensive course designed to equip students with the

skills and knowledge necessary to thrive in the digital age. The course focuses on understanding the impact of new technologies on businesses and helps students identify business models and revenue sources. Through a combination of theoretical discussions and practical case studies, students will explore digital transformation, artificial intelligence, data, and analytics.

Students will learn how both technology companies and traditional businesses use digital business technologies to achieve market leadership. By analyzing real-world examples, students will gain insights into successful digital strategies and innovation. This course is essential for future leaders who wish to drive digital success within their organizations and stay ahead of digital trends.

There are no prerequisites for this course, making it accessible to all students interested in enhancing their understanding of digital business.

What past students said about the course:

"Very nicely structured and easy to follow. I liked that he would make his classes very interactive. "

"The professor was very passionate and the lessons were always interesting"

"The course content was greatly applied in the cases, and classes where fun to take part. "

"Is a good subject if you want an introduction and insight of how digital business works and the implication of AI in the future of the world and business"

Assessment

Tool	Assessment tool	Category	Weight %
In-class analysis and discussion of issues	Class participation	Retake and ordinary round	20.00%
Individual or team exercises	Case write-ups (individual)	Retake and ordinary round	40.00%
Group project	Term paper	Ordinary round	30.00%
Peer evaluation	Peer evaluation (for final paper)	Ordinary round	10.00%
Final individual project	Term paper	Retake	40.00%

PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 3 (Optative)
BBA20 Year 1 (Optative)
BBA20 Year 4 (Optative)
BBA20 Year 2 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 4 (Optative)
BBA23 Year 2 (Optative)
BBA23 Year 3 (Optative)
BBA23 Year 1 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA25 Year 3 (Optative)
BBA25 Year 1 (Optative)
BBA25 Year 2 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 5 (Optative)