

# MBA 592 : Digital strategy

This course examines the strategic use of digital technologies to create value and adapt to the rapidly evolving business landscape. By analyzing past digital revolutions and current trends like the Internet of Things, 5G networks, and the Fourth Industrial Revolution, we will explore how to effectively develop and strategically manage digital capabilities. The course will focus on aligning business and IT strategies, mitigating risks, and adhering to regulatory standards to ensure the successful implementation of digital strategies to advance organizational objectives.

## **Grad Scheme**

Letter

**Credits 3**