1. Course Information

Course Information
DIGITAL TRANSFORMATION DH2223F
FALL 2022
Lectures: Mondays, 13:30-15:30 at PAB 148
Tutorials: Tuesday, 10am-11am, Room: TBA

2. Instructor Information

<table>
<thead>
<tr>
<th>Instructors</th>
<th>Email</th>
<th>Office</th>
<th>Phone</th>
<th>Office Hours</th>
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<tbody>
<tr>
<td>Dr. Juan Luis Suárez</td>
<td><a href="mailto:jsuarez@uwo.ca">jsuarez@uwo.ca</a></td>
<td>UC3130</td>
<td>N/A</td>
<td>By appointment.</td>
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<tr>
<td>Emilio Calderón</td>
<td><a href="mailto:ecaldern@uwo.ca">ecaldern@uwo.ca</a></td>
<td>UC3130</td>
<td>N/A</td>
<td>Tutorial: Tuesday, 10am-11am</td>
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<td>Office hours: By appointment.</td>
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Students must use their Western (@uwo.ca) email addresses when contacting their instructors.

3. Course Syllabus, Schedule, Delivery Mode

Course Description
Learn Digital Transformation as it is happening today through several interconnected lenses: organizations; spaces; objects; and people. You will learn and develop transferable skills gained for a digitally-driven job market: analyzing digital trends; identifying key technologies; evaluating social and organizational levers; assessing the digital momentum of an organization; using a proven methodology to evaluate organizations; examining the ethical consequences of digital transformation for human systems and individuals.

In an intimate class environment and close interactions with and tutelage from the instructor, you will examine actual cases of innovation, radical transformation and resistance across many different areas of business, art, entertainment, creation, music, and food. The large Gamification component for the marking scheme will give you more control over your effort and time, so your involvement will be a large part of the assessment strategy for this exciting course.

In this blended course, you will be able to apply the learnings from these cases to your own life and career through a set of Reflective Practices carried out weekly. You will also learn how to analyze the Digital Momentum of organizations using the Digital Transformation Matrix. You will also compile all your acquired skills into your own Tool Kit for Digital Transformation.

Learning Outcomes / Course Objectives

Upon successful completion of this course, students will have acquired:

Knowledge:
- Acquaintance with some cases of radical Digital Transformations.
- Knowledge of some of the main concepts around Digital Transformation.

Values:
- Identification of the values that lead different organizations to engage in Digital Transformation.
• Relation between the values that lead Digital Transformation and its consequences.

Skills:
• Development of a set of criteria to understand processes, forces, and methods of Digital Transformation.
• Analytical skills to assess the Digital Momentum of an organization.
• Reflective capacity on the experiences, practices, resources, methods and practical skills required to carry out a successful process of Digital Transformation.
• Identification of the skills needed to successfully engage in Digital Transformation.

**Course Schedule**
See separate document.

**Important Sessional Dates**
• Lectures begin: September 12, 2022
• Reflective Pieces (Leaders & Learners) on OWL begin: September 20, 2022, and finish December 2, 2022
• Fall Reading Week: October 31 – November 6, 2022
• Classes end: December 8, 2022

• The week after Thanksgiving will start on Tuesday (Oct. 11) and finish on Friday (Oct. 14). The Lecture will be replaced by an audio/video to be dropped in OWL on Tuesday morning. The period for Leaders will cover through Wednesday at 11:55pm, and Learners will be able to participate until Friday at 11:55pm.

• Due Dates for Special Projects:

**Contingency plan for an in-person class pivoting to 100% online learning**
In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, affected course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will not change. Any remaining assessments will also be conducted online as determined by the course instructor.

4. Course Materials

**Texts and Materials (required and recommended)**
• Every week’s Lecture is considered Material for the week.
• Additional resources: Business cases from Insead Business School and Harvard Business Review, as indicated in the Materials section below.
• All other Materials will be accessible to the OWL’s Reading List link to Western Library.

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<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Materials</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to the Course</td>
<td>• Lecture</td>
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<tr>
<td>2</td>
<td>Introduction to Digital Transformation</td>
<td>• Juan-Luis Suárez. “The digital condition.” OWL.</td>
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<td>3</td>
<td>Organizations</td>
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<th>Organizations</th>
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<tr>
<th>5</th>
<th>Organizations: How to Assess Digital Transformation</th>
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<td>Digital Momentum Analysis: in class.</td>
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<th>6</th>
<th>Organizations</th>
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<tr>
<th>7</th>
<th>Objects</th>
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<tbody>
<tr>
<td>David Rose: “Six Future Fantasies”. In Enchanted Objects. Design, Human Desire and the Internet of Things.</td>
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<tr>
<th>8</th>
<th>Objects</th>
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<tr>
<td>Timothy Lane: “Payments innovation beyond the pandemic.” Remarks at the Institute for Data Valorization. Feb 10, 2021, Montréal, QC.</td>
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<tr>
<td>Digital Currency Initiative at MIT. <a href="https://dci.mit.edu">https://dci.mit.edu</a></td>
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<tr>
<th>9</th>
<th>Objects and People</th>
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• The Five NeuroRights: https://nri.ntc.columbia.edu/
| 12 | ALL TOPICS | • CONCLUSIONS |

**OWL**
Students are responsible for checking the course OWL site (http://owl.uwo.ca) on a regular basis for news and updates. This is the primary method by which information will be disseminated to all students in the class.

All course material will be posted to OWL: http://owl.uwo.ca.

If students need assistance with the course OWL site, they can seek support on the OWL Help page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

**Technical Requirements**
- Stable internet connection.
- Computer with working microphone and/or webcam.
- Access to Youtube.

**5. Methods of Evaluation**

**Course Requirements**
The overall course grade will be calculated as listed below:

- Reflective Pieces (Leaders & Learners) on OWL: 30% (3% x 10 weeks)
  - Topics included: those covered in weekly Lecture and Materials
- Digital Momentum Analysis: 35% Due: Oct. 21, 11:55pm (via OWL)
  - Topics included: all covered in the course up to this point
- Tool Kit for Digital Transformation: 35% Due: Dec. 5, 11:55pm (via OWL)
  - Topics included: all covered in the course

**Course-specific policies/conditions**
- A minimum of SEVEN participations in the weekly Reflective Pieces (Leaders & Learners), with a minimum grade of 50% in each of them, is required to PASS this course.
- How do the weekly *Reflective Pieces (Leaders & Learners)* work?:
  - It starts on Week 2 (Sept. 20) and ends on Week 11 (Nov. 29).
- It runs every week from Tuesday to Thursday.
- This is an alternate week activity:
  - Every week YOU alternate as Leader or Learner. For example, if you are a Leader in the first week, then you will be a Learner in the second week. Your TA will tell you during the first week of the course whether you start this activity as a Leader or a Learner. After the first week, it is your responsibility to know which role you are playing every week.
  - Leaders post questions related to the Lecture and Materials of that week. Learners answer those questions using the Materials of the week.
- Leaders post questions to the forum before Tuesday at 11:55pm EST. Questions posted after this date/time will be declared invalid and marked as 0.
- Learners answer questions on the forum before Thursday at 11:55pm EST.
- Leaders post 1 question to each of the forum's categories. Learners answer 1 question to each of the forum's categories:
  - Facts: these questions relate to important facts about the individual, their business, their ideas, the conception of creativity; these facts must be relevant to better understand the type of creative we are studying and they should not simple facts such as where the person was born, etc.
  - Application: these questions refer to the real life application of the materials studied during the week as they are transferred to your own lives, work, plans, etc. They must be based and argued from the materials. Minimum word count for questions is 100 words and for answers is 250 words.
  - Creation: these questions create a possible scenario in which you or someone else will use what you have learned from the materials. Minimum word count for questions is 100 words and for answers is 250 words.
  - The Forum category Knowledge, Values, Skills (KVS) is to be used only if you have enrolled in the Play to Learn More program (see below).
- Other rules:
  - Leaders cannot repeat questions already posted, and Learners cannot answer questions already answered by other Learners, unless the answer is substantially different from previous ones.
  - Questions and Answers about Facts are worth a maximum of .5.
  - Questions and Answers about Application are worth a maximum of 1.
  - Questions and Answers about Creation are worth a maximum of 1.5. A detailed Rubric for this activity will be posted on OWL.

**Play to Learn More**
- This course is part of the Play to Learn More gamification program.
- Participation in this program of gamification is optional.
- You can decide to participate in the Play to Learn More program to earn extra marks and learn more. But participating in it or not will never affect your grades negatively.
- Check the separate Guide to and Video of Play to Learn More in OWL if you are interested in enrolling.

**6. Student Absences**
If you are unable to meet a course requirement due to illness or other serious circumstances, please follow the procedures below.
Assessments worth less than 10% of the overall course grade:
For work worth less than 10% of the total course grade, you must submit an email to your TA with the appropriate medical documentation justifying your late/no submission. This email must be sent to your TA before the due date of the missed work. The missed work will be replaced by a 1000-word essay based on the corresponding week materials. The topic of the essay will be provided by your TA. The essay will be sent to your TA within 48hrs of receiving the topic you have to write about.

Assessments worth 10% or more of the overall course grade:
For work totalling 10% or more of the final course grade, you must provide valid medical or supporting documentation to the Academic Counselling Office of your Faculty of Registration as soon as possible. For further information, please consult the University’s medical illness policy at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf.

The Student Medical Certificate is available at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Note: missed work can only be excused through one of the mechanisms above. Being asked not to attend an in-person course requirement due to potential COVID-19 symptoms is not sufficient on its own.

6. Accommodation and Accessibility

Religious Accommodation
When a course requirement conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request accommodation for their absence in writing at least two weeks prior to the holiday to the course instructor and/or the Academic Counselling office of their Faculty of Registration. Please consult University's list of recognized religious holidays (updated annually) at https://multiculturalcalendar.com/ecal/index.php?s=c-univwo.

Accommodation Policies
Students with disabilities are encouraged to contact Accessible Education, which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The policy on Academic Accommodation for Students with Disabilities can be found at:


7. Academic Policies
The website for Registrarial Services is http://www.registrar.uwo.ca.

In accordance with policy, https://www.uwo.ca/univsec/pdf/policies_procedures/section1/mapp113.pdf, the centrally administered e-mail account provided to students will be considered the individual’s official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at their official university address is attended to in a timely manner.
Note: Use of recording devices is not be permitted during Lectures.

**Academic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:


**Statement on the use of plagiarism-checking software**

All required materials may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (http://www.turnitin.com).

**8. Support Services**

**Academic Counselling**

Your Home Faculty’s Academic Counselling or Academic Advising Office will support or refer whenever you have an issue that is affecting your studies, including information on adding/dropping courses, academic considerations for absences, appeals, exam conflicts, and many other academic related matters. Do not hesitate to reach out to them if you are struggling and unsure where to go for help. Contact info for all Faculties is here: https://registrar.uwo.ca/faculty_academic_counselling.html

**Mental Health Support**

Students who are in emotional/mental distress should refer to Mental Health@Western (https://uwo.ca/health/) for a complete list of options about how to obtain help.

**Gender-based and sexual violence**

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at


To connect with a case manager or set up an appointment, please contact support@uwo.ca.

**Accessible Education**

Please contact the course instructor if you require lecture or printed material in an alternate format or if any other arrangements can make this course more accessible to you. You may also wish to contact Accessible Education at

http://academicsupport.uwo.ca/accessible_education/index.html

if you have any questions regarding accommodations.

**Learning Development and Success**

Counsellors at the Learning Development and Success Centre https://learning.uwo.ca are ready to help you improve your learning skills. They offer presentations on strategies for improving time management, multiple-choice exam preparation/writing, textbook reading, and more. Individual
support is offered throughout the Fall/Winter terms in the drop-in Learning Help Centre, and year-round through individual counselling.

**Digital Student Experience**
Western University is committed to a thriving campus as we deliver our courses in the mixed model of both virtual and face-to-face formats. We encourage you to check out the Digital Student Experience website to manage your academics and well-being: [https://www.uwo.ca/se/digital/](https://www.uwo.ca/se/digital/).

**USC**
Additional student-run support services are offered by the USC, [https://westernusc.ca/services/](https://westernusc.ca/services/).