

BUSM 2050 DIGITAL TRANSFORMATION FOR BUSINESS

Credit Points 10

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Description This subject examines the transformative role of digital technologies in business and how they shape organisational strategy and operations. Students will develop a digital mindset and digital thinking skills to solve problems and seize opportunities in today's rapidly evolving technological landscape. They will gain insights into the use of contemporary and emerging technologies and explore how organisations adopt and manage digital transformation. The subject also covers key challenges, such as cybersecurity risks and ethical considerations, preparing students to engage with the complexities of digital business environments. The design of the subject emphasises active learning by embedding artefact creation (digital poster), case-based learning, problem-based inquiry, and collaborative learning.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Explain the transformative role of digital technologies in business.
2. Develop problem-solving skills in digital transformation.
3. Create a digital artefact that communicates insights into the future of digital business.
4. Investigate contemporary and emerging technologies applicable to diverse business contexts and professions.
5. Evaluate risks, challenges and ethical issues in digital environments for social responsibility.

Subject Content

- Foundations of digital transformation
- Contemporary and emerging digital technologies
- Digital strategy and leadership
- Managing digital transformation
- Developing a digital mindset
- Managing digital risks for business resilience
- Business challenges and ethical considerations in digital transformation