ITBA Escuela de
INNOVACIÓN
EVOLUCIÓN CONTINUA

Innovation & Digital Business

LANGUAGE OF INSTRUCTION:

English

TERMS OFFERED:

Summer & Winter terms

PROGRAM OVERVIEW:

Course description:

A comprehensive exploration of innovation in the context of digital business, equipping students with key skills to navigate and lead in an evolving technological landscape. Emphasizing critical thinking, creativity and adaptability, the program integrates hands-on projects, expert talks, and real-life case studies.

Course structure:

The course is structured in 4 (four) modules that will cover the theoretical framework and include practical exercises and activities:

1. Introduction to Innovation and Digital Business
2. Future Design
 3. Digital Business
4. Data and Analytics

Additionally, the course may offer optional visits and lectures based on the interests and profiles of participants.

LEARNING OUTCOMES:

- To provide participants with a holistic understanding of innovation and its application in the context of digital businesses.
- To encourage participants to think creatively about emerging trends and technologies that shape the business landscape, through future design concepts and frameworks.

- To train participants on how to leverage digital tools and platforms to drive innovation and enhance customer engagement.

- To offer an overview on the critical role of data and analytics in informing decision- making and strategy development.

- To cultivate a mindset of continuous improvement and adaptability, empowering participants to lead innovative projects and initiatives within their organizations.

TEACHING METHODOLOGY:

The course will be delivered intensively through in-person meetings that combine theoretical presentations and practical activities to cover the proposed content. Additionally, materials will be shared for participants to review, and activities will be held to reinforce what was learned in the synchronous meetings. Participants will work on a project from start to finish, in groups, with a learning by doing approach. In addition, speakers will be invited to share their experience in the field, and real-life case studies will be analyzed.

ASSESSMENT METHODOLOGY:

The course evaluation will be based on the performance of each participant regarding the following criteria:

● Participation: where active contributions to discussions, formulation of relevant questions, and exchange of ideas with peers will be assessed.

● Performance in practical exercises (individual / group): particular attention will be paid to the ability to apply theoretical concepts to practical situations and to collaboration in the development of exercises.

CONTENT BY UNITS:

Module 1. **Introduction to Innovation and Digital Business**

- Concept, models, and types of innovation.
- Links between innovation and digital businesses.
- Innovation capabilities: mindset and frameworks.

Module 2. Future Design

- Prospective thinking and speculative design.
- Types of futures and strategies for addressing them.
- Future artifacts: science fiction, critical design, design fiction, art futures.

Module 3. Digital Business

- Technological and social trends in a digital context.
- Business models and technology companies.
- Overview of approaches and methodologies for developing digital solutions.

Module 4. Data and Analytics

- Data-driven decision-making .
- Tools and platforms for impactful data management.
- Data management skills and capabilities.

LEARNING REQUIREMENTS:

Attendance equal to or greater than 75%. Completion and passing of practical work.

PROGRAM OUTLINE:

- Modality: In-person
- Duration of classes: 3 hours
- Teaching: Monday to Thursday, 9:00 a.m. – 12:00 p.m.
- Duration: 48 hours spread over 4 weeks
- Total amount of hours: 48

Course Schedule:

- **Winter 2026:** January 5 – January 29, 2026

  (Program start: December 2025 with welcome email).

- **Summer 2026:** July 2026 (exact dates to be confirmed).

  (Program start: Mid-June 2026 with welcome email).

BIBLIOGRAPHY:

- Production Economics, 122(1), 440-448. Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons. Osterwalder, A., Pigneur, Y., Smith, A., & Etiemble, F. (2020). The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models. John Wiley & Sons. Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful

businesses. Currency. Dodgson, M., Gann, D., and Salter, A. (2008) The management of Technological Innovation, Strategy and Practice. (Oxford University Press).

COURSE GRADING:

The final course grade will be based on a percentage system founded on the points accumulated during the program, according to the following scale:

A 10

A- 9

B+ 8

B 7

B- 6

C+ 5

C 4

D 2

F 1

U Absent