



Subject card

Subject name and code	Managing digital transformation, PG_00072176						
Field of study	Management, Management						
Date of commencement of studies	February 2026		Academic year of realisation of subject			2026/2027	
Education level	second-cycle studies		Subject group			Optional subject group Subject group related to scientific research in the field of study	
Mode of study	Full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			English	
Semester of study	2		ECTS credits			3.0	
Learning profile	general academic profile		Assessment form			assessment	
Conducting unit	Department of Informatics In Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grażyna Musiatowicz-Podbiał				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		4.0		26.0	75
Subject objectives	to prepare students to design and manage the digital transformation of an organization by creating innovative solutions in complex processes based on knowledge of economic analytics and data credibility assessment, as well as shaping entrepreneurial and ethical attitudes in the context of making management decisions in a dynamic and uncertain environment.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K7_K02] acts entrepreneurially, making competent and ethical decisions that consider the public interest as well as economic, social, and environmental values.		is ready to act in an entrepreneurial and ethical manner in digital transformation management processes, in particular by making decisions that take into account the public interest and economic, social and environmental values within team and project work.			[SK5] Assessment of ability to solve problems that arise in practice	
	[K7_W06] knows and understands the principles of evaluating the reliability of utilized data, applying in-depth specialized knowledge in the field of economic analysis.		knows and understands the principles of assessing the credibility of data and information sources, using in-depth knowledge of business analytics in the context of managing the digital transformation of an organization.			[SW1] Assessment of factual knowledge	
	[K7_U01] creates innovative solutions for complex and unstructured processes, considering unpredictable environmental conditions through the synthesis of information from various sources.		is able to create innovative solutions for complex and unstructured digital transformation processes, using methods of synthesis and analysis of information from various sources in conditions of environmental uncertainty.			[SU1] Assessment of task fulfilment [SU3] Assessment of ability to use knowledge gained from the subject	

Subject contents	Course content – lecture 1. Foundational concepts of Digital Transformation 2. Digital Transformation Maturity 3. Digital Transformation Strategies and Models 4. The Role of Technology in Digital Transformation Strategy 5. Digital Platforms and Services 6. Leveraging Customer Experience in the Digital Transformation of an Organization 7. Leadership and Organizational Roles in Digital Change Management 8. Digital Transformation Roadmap and Projects 9. Digital Change Management and Governance 10. The Role of Organizational Culture in Digital Transformation 11. Managing Transformation Risks and Opportunities		
	Course content – exercises 1. Mapping Digital Transformation Development Stages 2. Digital Maturity Audit 3. Preparing a Digital Transformation Strategy 4. Analyzing Technologies Supporting Digital Transformation 5. Leveraging Digital Platforms 6. Analyzing Digital Business and Revenue Models 7. Defining the Role of the Chief Digital Officer and Line Leaders in Digital Transformation 8. Leveraging Customer Experience as an Element of Digital Transformation 9. Identifying Digital Change Stages 10. Diagnosing Cultural Barriers 11. Organizational Risk and Opportunity Matrix for Digital Transformation		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written colloquium	60.0%	40.0%
	Team's project	60.0%	40.0%
	Activity and individual assignments	0.0%	20.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"> Hardy, J. (2025). <i>Intelligent Automation in Digital Transformation Strategy : Building IA Programs in the Agentic AI Era</i>, Berkeley, CA Mishra, A. P., & Ranjan, A. (2019). <i>A modern playbook of digital transformation / Amitabh P. Mishra, Ashish Ranjan</i>. (1st ed.). SAGE. Ris, K., & Puvaca, M. (2024). <i>Digital transformation handbook / Krunoslav Ris and Milan Puvaca</i>. CRC Press Rogers, D. L. (2016). <i>The digital transformation playbook: Rethink your business for the digital age</i>. Columbia University Press. Scherling, L. S. (2024). <i>Digital Transformation in Design : Processes and Practices</i>. Bielefeld. readings provided on eCourse 	
	Supplementary literature	<ul style="list-style-type: none"> Omol, E. J. (2024). Organizational digital transformation: from evolution to future trends. <i>Digital Transformation and Society</i>, 3(3), 240-256. Bottke, T. (2023). <i>Digital transformation payday: navigate the hype, lower the risks, increase return on investments / Tim Bottke</i>. John Wiley & Sons, Incorporated. 	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> Explain the difference between process digitization and digital transformation. Why do organizations that focus solely on the operational layer often fail to achieve new market value? Describe how technology can be used not only for automation but also for design empathy with users. Identify the most significant psychological and structural barriers that block a traditional organization's transition to an agile model? Bearing in mind the high failure rate of DT projects, explain how Lean Startup methodologies can be adapted within large, traditional corporate structures. Design a universal, 3-year transformation roadmap for the specified organization. 		
Practical activities within the subject	Not applicable		

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