Department of Languages and Cultures

DIGIHUM 2223A

DIGITAL TRANSFORMATION.

TENTATIVE Course outline for Fall 2021

1. Technical Requirements:

Stable internet connection   Laptop or computer

2. Course Overview and Important Dates:

Delivery Mode	Dates	Time
Blended	Lectures: Monday, 12:30-14:30 Online Discussions will work on a week-based cycle.	

*Details about design and delivery of the course are listed below in Section 4

Classes Start	Reading Weeks	Classes End	Study day(s)	Exam Period
September 8	November 1 - 7	December 8	December 9	N/A

*November 30, 2021: Last day to drop a full course and full-year half course without penalty

3. Contact Information

Course Professor	Contact Information
Prof. Juan-Luis Suárez, MBA, PhD, PhD	jsuarez@uwo.ca

Instructor(s) or Teaching Assistant(s)	Contact Information
TBD	

4. Course Description and Design

Study Digital Transformation as it is happening today through five interconnected lenses: objects; networks; spaces; people; and organizations. You will learn and develop transferable skills gained for a digitally-driven job market: analysis of digital trends; identification of key technologies; evaluation of social and organizational levers; assessment of the digital momentum of an organization; use of a proven methodology to evaluate organizations; ethical consequences of digital transformation for human systems and individuals.
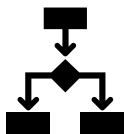
In an intimate class environment and close interactions with and tutelage from the instructor, you will examine actual cases of innovation, radical transformation and resistance across many different areas of business, art, entertainment, creation, music, and food.

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.

Students will learn how to evaluate the *Digital Momentum* of an organization and/or a strategic plan using real-life cases for their training.

In this **blended course**, you will learn how to become an expert in Digital Transformation by learning from some of the most creative minds of our time. You will learn how super innovative organizations have approached their transitions and what entities born in the analogue should and should not do in a world dominated by digital technologies.

By the end of this 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 analysis 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.*

GAMIFICATION: By contributing more and better to the online discussions of the **Reflective Practices** (see below), you will be able to get special benefits towards your final mark and to better organize your study routine, doing more when you have some more time. **Earn COINS to exchange for points (up to 10%) and privileges such as postponing 24hrs the date of your assignment, or skipping one week of online discussions. Full details will be provided during the first week of classes.**

ACTIVITIES AND DELIVERABLES:

☒ Reading/Watching/Listening of Lectures and Materials must be completed by Monday night every week.

Reflective **Practices:** Online (OWL) Work (in your own section): Weekly Entries of your *Reflective Practices***:**

    ☒ Leaders will post their prompts in OWL for the week Wednesdays before 8:55pm EST.

    ☒ Learners will post their answers to the Leaders' prompts in OWL for the week Thursdays before 11:55pm EST.

Digital Momentum Analysis:

☒ All students will submit their *Digital Momentum Analysis* in OWL before 11:55pm EST, November 1st. Detailed instructions will be provided two weeks prior to due date.

Final *Tool Kit for Digital Transformation*:

☒ All students will post their final *Tool Kit for Digital Transformation* in OWL before 11:55pm EST, December 9, 2020. Detailed instructions will be provided two weeks prior to due date.

All course material will be posted to OWL: http://owl.uwo.ca. Any changes will be indicated on the OWL site and discussed with the class.

If students need assistance, 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.

[Google Chrome]() or [Mozilla Firefox]() are the preferred browsers to optimally use OWL; update your browsers frequently. Students interested in evaluating their internet speed, please click [here.]()

5.   Learning Outcomes

Upon successful completion of this course, students will be able to:
- Development of a set of criteria to understand processes, forces, and methods of Digital Transformation
- Acquaintance with some cases of radical digital transformations
- Knowledge of some of the main concepts around Digital Transformation
- Reflect on the experiences, practices, resources, methods and practical skills required to carry out a successful process of Digital Transformation.

6.   Course Content and Schedule

Week	Dates	Topic	Materials
1	Sept 13 – 19	Introduction to the Course:	• Lecture: Objects, Networks, Spaces, People, and Organizations. • How is Canada Dealing with the Digital Transformation?: Canada's Digital Charter. Differences with the European Union. The Bank of Canada and the Case for Digital Money.
2	Sept 20 – 26	Introduction to Digital Transformation	• Lecture: The Digital Condition
3	Sept 27 – Oct 3	Organizations	• Lecture: What is Really A Digital Platform? Do You Trust Platforms? Machine Learning or Blockchain? • Cohen, J.E. "Law for the Platform Economy". U.C. Davis Law Review 51.1 (2017): 133-204. • JP Vergne: "Decentralized vs Distributed Organization: Blockchain, Machine Learning and the Future of the Digital Platform." Organization Theory 1 (2020): 1-26.
4	Sept 4 – Oct 10	Organizations	• Lecture: The Business Case for Digital Transformation • Yoram Wind et al.: "How to Navigate a Digital Transformation." HBR (2016). • Didier Bonet: "The New Elements of Digital Transformation." HBR (2020). • Kapil Tuli et al. (2020): "Visa: Adapting to a World of Fintechs." HBR (2020).
5	Oct 11 – 17	Organizations: How to Assess Digital Transformation	• TBA
6	Oct 18 – 24	Objects	• Lecture: The Social and Digital Lives of Object • Arjun Appadurai: "The Thing Itself". Public Culture 18:1 (2006): 15-21. • Arjun Appadurai: "Introduction". *The Social Life of Things. Commodities in Cultural Perspective*. Cambridge UP, 1996. 1-63. • Yuk Hui: "Sinofuturism in the Anthropocene." The Question Concerning Technology in China. An Essay in Cosmotechnics. Falmouth: Urbanomic, 2016. 290-301. • Yuk Hui: "The Genesis of Digital Objects." On the Existence of Digital Objects. Minneapolis: University of Minnesota P., 2016. 47-73.
7	Oct 25 – 31	Objects	• Lecture: Is Food Going Digital Too? Amit Zoran, Marcelo Coelho: "Cornucopia: The Concept of Digital Gastronomy." *Leonardo* 44:5 (2011): 425-431. Moran Mizrahi et al.: "DigitalGastronomy: Methods & Recipes for Hybrid Cooking." UIST '16: Proceedings of the 29th Annual Symposium on User Interface Software and Technology. DOI: http://dx.doi.org/10.1145/2984511.2984528. • EXTRA: https://www.youtube.com/watch?v=tXWsxiP-hC0 • EXTRA: https://www.youtube.com/watch?v=PoAX52FiDOM • EXTRA: https://www.youtube.com/watch?v=X0u9oeWULI4
8	Nov 1 – Nov 7	Reading Week	• N/A

9	Nov 8 – 14	Objects	• Lecture: Money and Art Become Digital. The Allure of Blockchain. • Timothy Lane: "Payments innovation beyond the pandemic." Remarks at the Institute for Data Valorization. Feb 10, 2021, Montréal, QC. • OMFIF: "Digital Currencies. A Question of Trust." London: OMFIF, 2020. • Government of Canada: "Consumer-directed finance: the future of financial services."
10	Nov 15 – 21	People	• Lecture: Human Behaviors • The Digital Condition is Networked and Viral • The COVID-19 Tracking App
11	Nov 22 – 28	People	• Lecture: Transhumans, Non-Humans, and the Digital Anthropocene • Donna Haraway: "Anthropocene, Capitalocene, Plantationocene, Chthulucene: Making Kin." *Environmental Humanities*, vol. 6, 2015, pp. 159-165. • *Breaking Boundaries. The Science of Our Planet.* Documentary in Netflix. • EXTRA: Ed Burtynsky and the Anthropocene: https://www.edwardburtynsky.com/projects/the-anthropocene-project.
12	Nov 29 – Dec 5	People	• Lecture: Do You Know Your NeuroRights? • Rafael Yuste et al. "Four Ethical Priorities for Neurotechnologies and AI." Nature 551 (2017): 159-163. • The Five NeuroRights: https://nri.ntc.columbia.edu/ • Iris Coates McCall, Anna Wexler: ""Peering into the mind? The ethics of consumer neuromonitoring devices." Developments in Neuroethics and Bioethics 3 (2020): 1-22.
13	Dec 6 – Dec 8	CONCLUSIONS	• Lecture: How Does A Digital Future Look Like?

7. Evaluation:

- **Reflective Pieces on OWL:**   **30%**
  - **Gamification:**   **10%**
- **Creativity Manifesto:**   **30%**
- **Tool Kit for Creativity:**   **30%**

8. Communication:

☒ Attendance to Lectures and personal taking of Notes are highly recommended

☒ Students should check the OWL site every 24 – 48 hours

☒ Updates will be provided on the OWL announcements section as needed

☒ Students should email their instructor(s) and teaching assistant(s) using OWL "messages"

☒ Emails will be monitored daily (except on weekends); students will receive a response in 24 – 48 hours

☒ This course will use Microsoft Teams for specific online discussions and meetings with TAs

☒ This course will use the OWL forum for discussions

☒ Students should post all course-related content on the discussion forum so that everyone can access answers to questions

☒ The discussion forums will be monitored daily by instructors or teaching assistants

9. Office Hours:

☒ Office hours will be held remotely using MS Teams [as per students' requests]

☒ Students will be able to sign up for an appointment using (Sign Up on OWL)

☒ Group office hours will be held, recorded, and posted for everyone to view

10. Resources:

☒ All resources except those listed below will be posted in OWL

☒ Additional resources:

11. Professionalism & Privacy:

Western students are expected to follow the Student Code of Conduct. Additionally, the following expectations and professional conduct apply to this course:

☒ Students are expected to follow online etiquette expectations provided on OWL

☒ All course materials created by the instructor(s) are copyrighted and cannot be sold/shared

☒ Recordings are not permitted (audio or video) without explicit permission

☒ Permitted recordings are not to be distributed

☒ Students will be expected to take an academic integrity pledge before some assessments

☒ All recorded sessions will remain within the course site or unlisted if streamed

12. How to Be Successful in this Class:

Students enrolled in this class should understand the level of autonomy and self-discipline required to be successful.

1. Invest in a planner or application to keep track of your courses. Populate all your deadlines at the start of the term and schedule time at the start of each week to get organized and manage your time.
2. Make it a daily habit to log onto OWL to ensure you have seen everything posted to help you succeed in this class.
3. Follow weekly checklists created on OWL or create your own to help you stay on track.
4. Take notes as you go through the lesson material. Treat this course as you would a face-to-face course. Keeping handwritten notes or even notes on a regular Word document will help you learn more effectively than just reading or watching the videos.
5. Connect with others. Try forming an online study group and try meeting on a weekly basis for study and peer support.
6. Do not be afraid to ask questions. If you are struggling with a topic, check the online discussion boards or contact your instructor(s) and or teaching assistant(s).
7. Reward yourself for successes. It seems easier to motivate ourselves knowing that there is something waiting for us at the end of the task.

13. Online Etiquette

Some components of this course will involve online interactions. To ensure the best experience for both you and your classmates, please honour the following rules of etiquette:

- please "arrive" to class on time
- please use your computer and/or laptop if possible (as opposed to a cell phone or tablet)
- ensure that you are in a private location to protect the confidentiality of discussions in the event that a class discussion deals with sensitive or personal material
- to minimize background noise, kindly mute your microphone for the entire class until you are invited to speak, unless directed otherwise
- please be prepared to turn your video camera off at the instructor's request if the internet connection becomes unstable
- unless invited by your instructor, do **not** share your screen in the meeting

The course instructor/TA will act as moderator for the class and will deal with any questions from participants. To participate please consider the following:

- if you wish to speak, use the "raise hand" function and wait for the instructor to acknowledge you before beginning your comment or question
- remember to unmute your microphone and turn on your video camera before speaking
- self-identify when speaking.
- remember to mute your mic after speaking (unless directed otherwise)

General considerations of "netiquette":

- Keep in mind the different cultural and linguistic backgrounds of the students in the course.
- Be courteous toward the instructor, your colleagues, and authors whose work you are discussing.
- Be respectful of the diversity of viewpoints that you will encounter in the class and in your readings. The exchange of diverse ideas and opinions is part of the scholarly environment. "Flaming" is never appropriate.
- Be professional and scholarly in all online postings. Cite the ideas of others appropriately.

Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of Zoom-bombing a class or of other serious online offenses may be subject to disciplinary measures under the Code of Student Conduct.

14. Western Academic Policies and Statements

Absence from Course Commitments

Students will have up to two (2) opportunities during the regular academic year to use and on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are *not* met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty.**

For Western University policy on Consideration for Student Absence, see Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs and for the Student Medical Certificate (SMC), see: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Accommodation for Religious Holidays

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar.

The policy on Accommodation for Religious Holidays can be viewed here.

Special Examinations

A Special Examination is any examination other than the regular examination, and it may be offered only with the permission of the Dean of the Faculty in which the student is registered, in consultation with the instructor and Department Chair. Permission to write a Special Examination may be given on the basis of compassionate or medical grounds with appropriate supporting documents. To provide an opportunity for students to recover from the circumstances resulting in a Special Examination, the University has implemented Special Examinations dates. These dates as well as other important information about examinations and academic standing can be found here.

Academic Offenses

"Scholastic offenses are taken seriously, and students are directed here to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offense.

Accessibility Statement

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Accessible Education (AE) at 661-2111 x 82147 for any specific question regarding an accommodation or review The policy on Accommodation for Students with Disabilities

Correspondence Statement

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 his/her official university address is attended to in a timely manner. You can read about the privacy and security of the UWO email accounts here.

Turnitin and other similarity review software

All assignments will be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. Students will be able to view their results before the final submission. 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 Western University and Turnitin.com.

Copyright and Audio/Video Recording Statement

Course material produced by faculty is copyrighted and to reproduce this material for any purposes other than your own educational use contravenes Canadian Copyright Laws. You must always ask permission to record another individual and you should never share or distribute recordings.

Rounding of Marks Statement

We strive to maintain high standards that reflect the effort that both students and faculty put into the teaching and learning experience during this course. All students will be treated equally and evaluated based only on their actual achievement. *Final grades* on this course, irrespective of the number of decimal places used in marking individual assignments and tests, will be calculated to one decimal place and rounded to the nearest integer, e.g., 74.4 becomes 74, and 74.5 becomes 75. Marks WILL NOT be bumped to the next grade or GPA, e.g. a 79 will NOT be bumped up to an 80, an 84 WILL NOT be bumped up to an 85, etc. The mark attained is the mark you achieved, and the mark assigned.

15. Support Services

Students who are in emotional distress should refer to MentalHealth@Western for a complete list of options about how to obtain help.

The following links provide information about support services at Western University.

Registrarial Services

Academic Counselling (Arts and Humanities)

Student Development Services

Student Health Services

Services Provided by USC

Appeal Procedures