

**Digital Business Innovation and Social Media**

The Digital Business Innovation and Social Media course from GNBI aims to introduce a broad theoretical framework, explaining the current context in which business innovation is related to Information and Communication Technology.

**Overview**

The Digital Business Innovation and Social Media Digital course from GNBI explores two key areas of knowledge related to digital economies. Firstly, from a broad perspective, it focuses on understanding how business professionals use digital technologies, platforms and infrastructures for fostering innovation in business models, products and services. Students learn how to conceptualize and identify key digital technologies, platforms and infrastructures, and how to adopt and adapt these solutions to particular organizational needs to foster business innovation. Mobile technologies, cloud computing, e-commerce, big data analytics, apps and cognitive computing are among the topics to be discussed in the course.

Secondly, from a more specialized perspective, the course focuses on explaining how social media in particular are used in organizational contexts for knowledge management, collaboration, innovation and marketing. Students are prepared to identify and choose social media tools (such as social networks, blogs, mini-blogs, mashups, file sharing, wiki tools, forums, reputation tools, social bookmarking etc.) which are aligned with corporate business strategies. Special attention is given to discuss examples related to Facebook, Twitter, LinkedIn, Wikipedia, SlideShare, Flickr, Google Maps, YouTube, De.li.cio.us, Technorati, Amazon and eBay rating systems, among others.

In the sphere of social media, the course also discusses how social and organizational structures and institutions affect the outcomes on using social technologies, and the ethical implications of interacting through these interfaces. The course also explores the risks of social media, from damaging reputation to breaking privacy rules and risking liabilities for mismanagement of information, and risk management approaches for social media.

The Digital Business Innovation and Social Media course from GNBI blends theoretical frameworks, academic research and industry case studies and reports, preparing students to understand how digital technologies enable business innovation and knowledge creation and sharing. Through lectures, presentations and workshops, participants explore relevant theories and case studies to understand digital business innovation in general and social media tools in particular. Participants thus have an opportunity to develop knowledge and skills to be used to solve real problems involving digital business innovation and social media solutions.

## **Programme Structure**

The course starts conceptualizing digital economies and exploring strategies for obtaining sustainable competitive advantages, discussing relevant examples related to global corporations. The objective is to ground the discussions on relevant theory and contemporary facts. From this broad framework, the course evolves to introduce the emergence and diffusion of social media and social technologies, showing the impact of these tools in business organisations. Basic concepts of how cognitive computing is integrated in collaborative platforms are introduced, aiming to explore the potential impact of these technologies in economies and in the workforce.

**Target Group**

The course is designed for all managers in communication, marketing, business development managers, fundraising, investment specialists, consultants and general managers in private, NGO and public sectors.

## **Detailed Programme Facts**

* Programme intensity: Full-time
* Full-time duration: 2 weeks
* Fees: $4500