

M09 – Digital Transformation and Innovation

Assignment Guidelines:

This assignment requires students to critically examine the role of digital transformation and innovation in modern organizations. Students should analyze how digital technologies, innovation strategies, business model transformation, data-driven decision-making, organizational change, customer experience, and digital leadership contribute to competitiveness and long-term growth.

Submission Format:

- Detailed project report
- Font: Times New Roman, Size: 12, Spacing: Double
- Word Count: 4000–5000 words
- Submission Deadline: 4th September 2026

Assessment Criteria:

- Depth of digital transformation and innovation theory knowledge (20%)
- Application of digital technologies and innovation strategies (20%)
- Critical analysis of organizational change and transformation challenges (20%)
- Real-world relevance and use of examples (20%)
- APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Digital Transformation as a Driver of Business Competitiveness

Write a report on how digital transformation improves organizational competitiveness. Your paper should:

- Explain the meaning, scope, and strategic importance of digital transformation.
- Analyze the role of technologies such as cloud computing, artificial intelligence, big data analytics, automation, and Internet of Things.
- Discuss how digital transformation improves operational efficiency, customer experience, decision-making, and market responsiveness.
- Provide real-world examples of organizations using digital transformation to strengthen competitive advantage.

Option 2: Innovation Management and Business Model Transformation

Prepare a strategic paper on the role of innovation in transforming business models. Your

paper should:

- Explain the concepts of innovation management, disruptive innovation, open innovation, and digital business models.
- Discuss how organizations use innovation to create new products, services, processes, and revenue streams.
- Analyze challenges such as resistance to change, resource limitations, technology adoption, and organizational culture.
- Recommend strategies for building an innovation-driven organization in a digital business environment.

Option 3: Digital Leadership, Change Management, and Ethical Technology Use

Analyze the role of leadership and ethics in successful digital transformation. Your paper should:

- Explore the role of digital leaders in guiding transformation, building digital culture, and managing organizational change.
- Discuss ethical issues such as data privacy, cybersecurity, algorithmic bias, employee surveillance, and responsible artificial intelligence.
- Assess how change management practices support employee adoption of new technologies.
- Recommend practical frameworks for responsible, ethical, and sustainable digital transformation.