

BUS367D | STUDY ABROAD | SEVILLE, SPAIN | Fall 2023

Business Study Abroad: Digital Transformation in Europe (V)

Oral Communication (O) Focus | 3 credits

Professor Tung Bui, PhD

Course Overview and Objectives

This Study Abroad course offers the opportunities for the class participants to conduct a thorough analysis of how the European Union (EU), Spain, and Seville shape their digital future. We will experience first-hand how Spain plays its role as a member state of the European Union (EU), and to perform a national comparative analysis within European countries and between EU and the US. This course focuses on the how to do business in the digital age, with a focus on current trends in Spain. Digital transformation is the deployment of information technologies (cloud, mobile, IoT, social media, etc.) to radically enable and improve business applications and performances (customer experience, operations processes, new business models). Digital transformation also causes privacy and security issues, and disrupt existing organizational and societal structures.

The objective of the course is twofold: (i) to understand the digital transformation landscape in the next decade, and (ii) to include this new economic, political, legal and social analysis in the strategic formulation of a firm's business strategy (VUCA – volatility, uncertainty, complexity and ambiguity). We will spend a large portion of the course doing local case studies.

This course is specifically designed for students interested in studying in Seville, Spain. Spain ranks 7th of 27 European Union member states in the 2022 Digital Economy and Society Index (DESI). According to MIT Technology Review¹, Spain has been so successful in the last decades in innovation and entrepreneurship leading to international business successes and large-scale e-government initiatives. The course offers the opportunity to compare Spain's initiatives vs. the rest of the EU and the world (in particular, the US). When you go back to Hawaii, you will bring unique study abroad experience to your classmates and to your future employer(s).

NO PRE-REQUISITES

Expected Students Learning Outcomes

By the end of this *practice-focused* and *highly interactive* course, students will have:

1. Developed sufficient understanding of the basic components of digital transformation, from the perspective of the brick-and-mortar firm, e-commerce, national governments, international bodies (aka., the European Union).

¹ <http://icex.technologyreview.com/articles/2012/07/spain-innovations-and-international-successes/>

2. Appreciated the “Think global, Act local” with the hands-on experience with the lessons learned from local businesses and organizations in Seville, as local culture does matter.
3. Appreciated the future of the digital economy (trends, opportunities and challenges) and the role of local workforce – local traits, local law and local business environments.
4. Appreciated the complexity of digital transformation from a variety of perspectives (competition, human resources, privacy and security, climate change
5. Acquired the “O” (Oral Communication) focus requirement through practicing a number of executive presentations about business life in Seville.
6. Appreciated the local learning pedagogy.

Course Contents and Schedule

We will cover a number of salient issues related to digital transformation:

- The European digital identity: the 2030 digital compass, and the Spanish initiatives
- Infrastructure: the latest trends of connectivity and access, high performance computing; and conduct an assessment of Seville’s capacity is engaging in the digital age.
- European data strategy: the open data directives; How does Spain stand?
- Digital markets (concentration, free markets, monopolistic competition)
- E-government strategy – Europe vs. the rest of the world
- Digital skills: the future of work in the digital economy: How can Seville engage in digital transformation?
- Coopetition (cooperation-competition): the EU-US framework
- Special topics: cyber-security, privacy law, space and future of the digital economy
- The role of the host country (Spain) in the EU digitization process: cohesion and discordance

Detailed class schedule 37.5-contact-hour course to be announced (TBA). The course will consist of a number of dedicated class sessions for the participants, supplementing with some class meeting with existing courses at local institutions (International College of Seville (ICS), Universidad de Sevilla², and EUSA³. *Visits to local Spanish startups/companies/organizations will be arranged.*

Reading List

Based on the composition of the class, and the specific interest of the class participants, I will handpick the reading materials for you.

Online databases: There are ample online information, especially on governmental sites, and the analyses offered by thinktanks and academics. A basic resource to get the course started:

https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age_en
<https://digital-strategy.ec.europa.eu/en/policies/desi-spain>

Learning Assessment

² <https://ics-seville.org/fall-university-seville/>

³ <https://ics-seville.org/fall-eusa-program/>

[Individual participation in class](#) I encourage everyone to ask questions and share their experience. If you are absent, late, or fall ill, do not hesitate to send me an email. Absenteeism or lateness will result in the reduction of your grade. I also consider “real participation”. *Grade weight: 20%*

[Individual assignments:](#) *Grade weight: 55%*

- At least three class presentations on an issue topic related to the digital transformation in Europe, Spain and Seville (30%)
- Reflective notes and 3-minute oral discussion from each class meetings (my lectures, guest lectures, and classmates’ presentation (15%)
- Final 3-page reflection on the take-aways of this study abroad course (10%)

[Group assignments](#) Group of 2 or 3 students will be formed to work together on a site visit/ interview with local institutions/scholars, companies. The team will write a report on the digital transformation strategies, activities, and/or performance. *Grade weight: 25%. (10% report quality; 15% presentation performance)*

To meet UH Oral Communication requirements:

- Three class presentations on an issue topic approved/distributed by instructor (30%); Three (3) three-minute discussions/comments on classmate presentations (15%); Group presentation on result of selected field study (15%), totaling 60% of the final grades.
- A training at the beginning of the course of oral presentation technique will be offered, supplemented by video training. Students will receive via instructor’s feedback on presentation via emails.

About the Instructor

Tung Bui is professor and chair of the Information Technology Management at the Shidler College of Business, University of Hawaii at Manoa. He earned his PhD in Managerial Economics from the University of Fribourg, Switzerland, and a PhD in Computer Applications and Information Systems from the Stern School of Business, New York University. Prior to joining UHM, Prof. Bui has taught at NYU, the US Naval Postgraduate School, the University of Fribourg, the University of Lausanne, the University of Quebec in Montreal, and the Hong Kong University of Science and Technology. He held visiting faculty position at the University of Paris, Dauphine, the Technical University of Aachen, Hue University, and at the Harbin Institute of Technology. Currently, he holds a visiting position at the University of Nuremberg-Erlangen (FAU) and a senior research affiliate at UC Berkeley. He speaks English, French and Vietnamese fluently, and reads German and Portuguese.

Professor Bui has published 14 books and more than 160 research papers. One of his books, “Executive Planning with BASIC” was published in eight different languages including French and Spanish. His textbook “Information Systems Management in Practices” (8th Edition) was a multi-year best seller (also available in Chinese).

<https://shidler.hawaii.edu/itm/directory/tung-x-bui>