



This learning unit is not being organized during this academic year.



This learning unit is not open to incoming exchange students!

Language :	English > French-friendly
Place of the course	Mons
Main themes	<p>The first phase of the work-study project will take place from November to June (Q1-Q2). During this phase, the student will have to become acquainted with the key theories, the organization and its environment and define the objective of his/her draft master thesis.</p> <p>Regular seminars are organized on topics related to the digital transformation of the company. For each topic addressed, academic theories are studied and put into perspective with professional practices.</p> <p>The student then implements a work analysis specific to his/her immersion framework. Regular seminars allow exchanges aimed at developing the student's ability to step back and put things into perspective through dialogue with teachers and professionals.</p> <p>Through this work, the student will have to arrive at a diagnosis concerning the organization's digital transformation strategy and identify a master thesis problem leading to recommendations for the organization.</p> <p>The seminar also provides collective tutoring for project dissertations in digital transformation of the company and the follow-up of trainees in their professional environment.</p>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p><u>Contribution of the teaching unit to the AA reference of the program</u></p> <p>In terms of learning outcomes of the program, at the end of the training, the student should be able to:</p> <ul style="list-style-type: none"> • 2.4 Activate and apply one's knowledge wisely in the face of a problem: succeed in using this knowledge in the treatment of a case and in a professional situation. • 3.1 Conduct clear and structured analytical reasoning by applying and, adapting if necessary, conceptual frameworks and scientifically based models to describe and analyze a concrete problem; 3.2 Collect, select and analyze relevant information using rigorous, advanced and appropriate methods. 3.5 Identify, based on the analysis and diagnosis, solutions that can be implemented in context and identify priorities for action: interpret the results and formulate managerial recommendations • 6.1 Working in a team: integrating and being able to collaborate within a team. Be open and take into consideration different points of view and ways of thinking, constructively manage differences and conflicts, embrace diversity. • 7.2 Organize, manage and control the process: structure and define the schedule of tasks to be carried out (stages, deliverables, schedule); identify and allocate human and material resources; coordinate, delegate and supervise tasks; take into account the constraints and risks to be anticipated. <p><u>Specific learning outcomes at the end of the learning unit</u></p> <p>At the end of this learning unit, the student is able to:</p> <ul style="list-style-type: none"> • understand the challenges of implementing a digital transformation strategy for the company • distinguish the different digital transformation strategies of the company • understand the diversity of approaches and methodologies implemented for the digital transformation of the company • propose and use an adequate methodology: understand the scientific rigor required in the context of the implementation of a digital marketing strategy • implement methodological choices • manage the progress of a project related to the digital transformation of the company • master web analysis software and perform basic analyzes • interpret the results and formulate managerial recommendations • assess the quality of an analysis and manage the relationship with an external service provider
Evaluation methods	Continuous evaluation (participation in the seminar, work submitted, evaluations of the immersion course in Q1 and Q2)

Teaching methods	<ul style="list-style-type: none"> • Theoretical contributions • Co-elaboration spaces • Case study • Practical work • Internship in a company (alternating - 3 days a week during the course period)
Content	<p>Regular seminars are organized on themes related to digital business transformation, defined each year. For each topic, academic theories are studied and put into perspective with professional practices.</p> <p>Students then apply their analytical skills to the specific context in which they are immersed. Regular seminars enable students to develop their ability to step back and put things into perspective through dialogue with teachers and professionals.</p> <p>The seminar also provides collective tutoring for project dissertations on corporate digital transformation, and follow-up for trainees in their professional environment. During this phase, students will be required to put into practice the key theories, the organization and its environment through the production of their internship report.</p>
Bibliography	<p>Chaffey D., Ellis-Chadwick F. (2014), Marketing digital adapté en français par Henri Isaac, Pierre Volle, Maria Mercanti-Guérin, Pearson.</p>
Faculty or entity in charge	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management (with work-linked-training)	GESA2M	15		