We are living in the information age, in a world which is undergoing digital transformations that are shaping and reshaping organizations, industries, markets, and society. Both digital technology and data are at the center of these transformations, and have become critical elements for managing a successful business in the digital era. In this course we will learn how digital technology is used to collect, store, process, and communicate data, and how data and information technology are used to power and transform business.

This course aims to equip students with fundamental knowledge regarding key elements that are driving the digital transformations of the information age. It covers both technical
and business aspects. Students who complete this course successfully are expected to gain a solid foundation that will help them to take part in the digital transformation of business, and be better managers and/or entrepreneurs.

Grading

In order to pass the course, EACH AND EVERY Class-A component of the grade must be completed, and graded 50/100 or above, and the total grade must be at least 60/100.

<table>
<thead>
<tr>
<th>Class</th>
<th>Component</th>
<th>% of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Homework assignments</td>
<td>80%</td>
</tr>
<tr>
<td>B</td>
<td>Quizzes</td>
<td>20%</td>
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</tbody>
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Note: homework assignments will be detailed on Moodle and explained in class.

Learning Outcomes

Students completing this course successfully will:

1. Understand the role of data in business, and how data and technology are used to power innovative business models.
2. Develop an understanding and an appreciation for the ways data were collected, processed, stored, and communicated before the digital era.
3. Understand how various kinds of multimedia data can be represented digitally.
4. Be familiar with digital technologies used for collecting, storing, processing, analyzing and communicating data, and understand some core principles behind them.

Lecturer Office Hours

By appointment

Teaching Assistant

Mr. David Freud david.freud@post.idc.ac.il
Additional Notes

A detailed syllabus will be available on Moodle, to students who are registered to this course.

**Attendance in this course is required.** Past experience has shown that some students find at least some of the material (esp. in the first term) to be challenging. We’ve seen some correlation between attendance and success in the course. And we’ve also seen that when students have the option to skip a class, in a day that’s already very busy, some of them prefer the short-term free-time “candy”, over being in class, only to realize later they don’t control the material.

That said, missing up to 3 sessions in the fall (term A), and up to 2 sessions in the spring (term B) will not affect your grade. Missing more than that, however, will lead to grade reduction.

**Attendance will be recorded using EZCheck. Students should obtain the app, or be ready to check-in from their personal computers.** See: [https://ezcheck.me/home](https://ezcheck.me/home)

Reading List

There is no text book for the course as it will cover several different subjects. This class does not require a lot of reading, however some (short) readings may be assigned from time to time by the course instructor during the term, and you will be asked to read them in preparation for discussion.