

Groupwork assignment

Innovative digital strategies by Higher Education Institutions (HEI)

You will select different HEIs and, with respect to their current positioning, you will use the strategic analysis tools we have been discussing in the course with the goal to propose innovative digital strategies.

You will have to analyse:

- The overall industry scenario focusing on the major emerging trends (especially with respect to the digital technologies)
- The strategic positioning of the HEI you selected and their current declared strategy.

Then, based on the public information available, you will develop:

- a SWOT analysis with respect to the major digital transformation trends
- two/three strategic alternatives the HEI could try
- the future strategy you suggest them to pursue.

Your presentation will be based on slide, mimicking an executive summary in a presentation addressed to the HEI Board.

You can focus on an HEI overall or focus a specific programme (in case you have enough data).

The assignment is due by May 12th.

The group will be normally made of 4 participants.