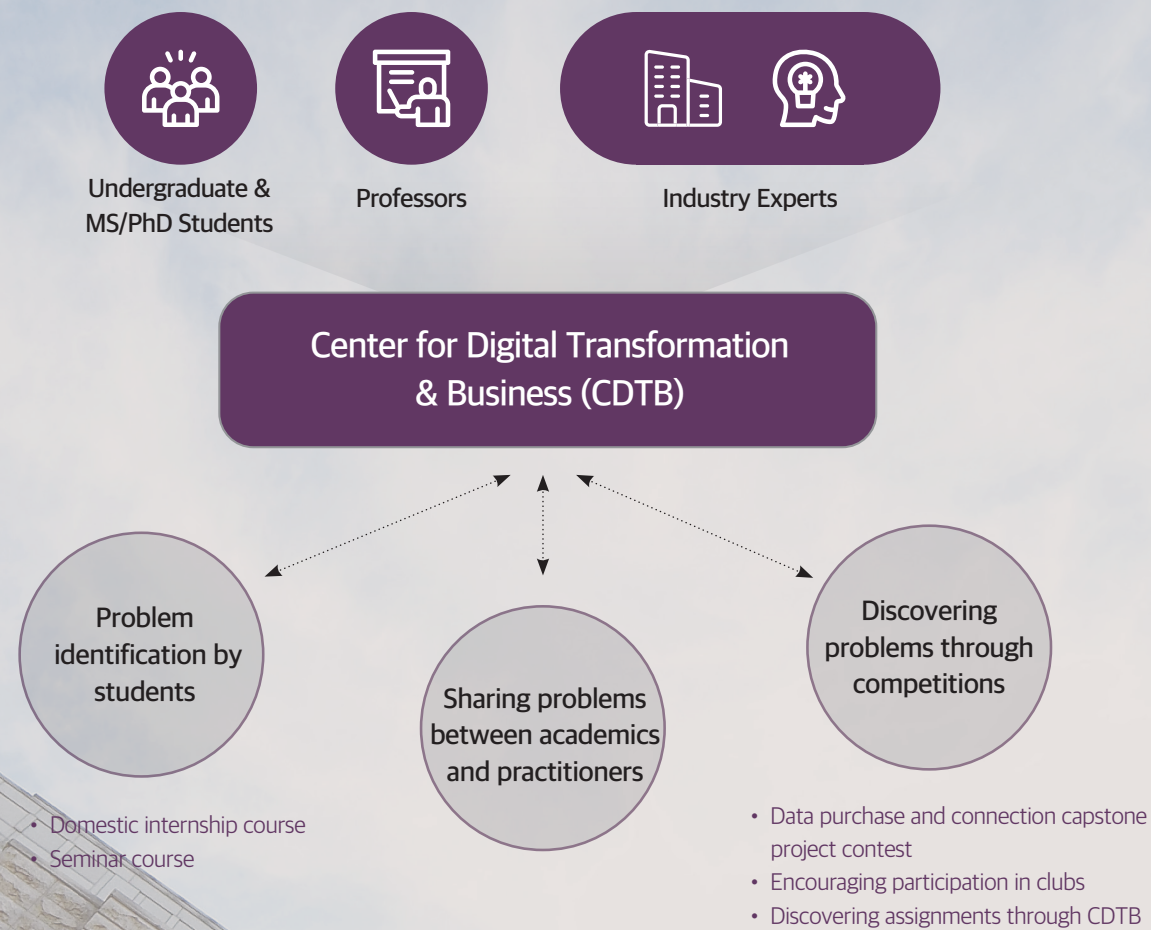


Problem-based Learning in the Digital Age



CDTB Colloquium



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KOREA UNIVERSITY
Business School

An Innovative Open Connected Platform
Leading the Era of Digital Transformation

Center for Digital Transformation & Business (CDTB)



Our Mission

As one of the driving forces for digital transformation, Korea University Business School (KUBS) established the Center for Digital Transformation & Business (CDTB) in 2019. CDTB aims to serve as an open connected platform of innovation and collaboration for accelerating digital transformation to drive cutting-edge business values by turning big data into actionable intelligence to make data-driven business decisions. We plan to expand the scope of our opportunity set related to research and cooperation with practitioners through CDTB as a new standard for the platform of Digital Transformation in Business.

“CDTB is a new standard for the open connected platform of Digital Transformation in Business.”

It is no doubt that digital transformation and the related data science skills have been proven too great to ignore in the new era of the 4th industrial revolution. To this end, KUBS is offering a course of Big Data application titled 'Business Analytics' in the undergraduate program from the spring semester of 2019, and in 2020, KUBS launched "MS in Business Analytics" as a 1-year professional Master's degree program.

In a similar vein, we are currently paving the way to initiate collaborative activities between industry and academia within CDTB projects and executive education programs related to Digital Transformation and Business Analytics. These partnerships will certainly facilitate the creation of a new talent pool of KUBS faculty members and students to support the evolving needs of business environments as they prepare for a digital future.



Digital Transformation as a Matter of Survival in Business

The new era presents the challenge of digital transformation to all businesses. In this digital era, companies are seeking opportunities for sustainable growth and demanding that business schools create and provide relevant knowledge in order to rebuild the corporate management structure.

In the era of digital transformation, it is necessary to cultivate well-rounded problem solvers who are equipped with business mindset and field oriented techniques.

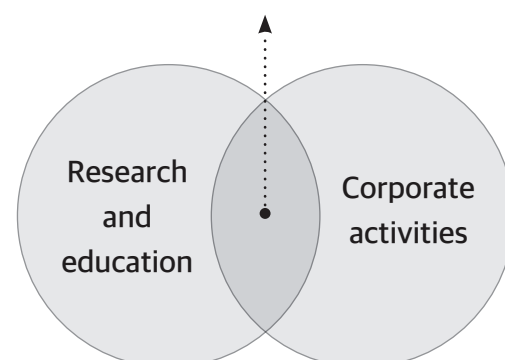
► Demand-driven Innovative Education

A new education, research, industry-academic cooperation system is essential to accommodate a new paradigm that meets the demands of the times and to meet the educational demands of future society.



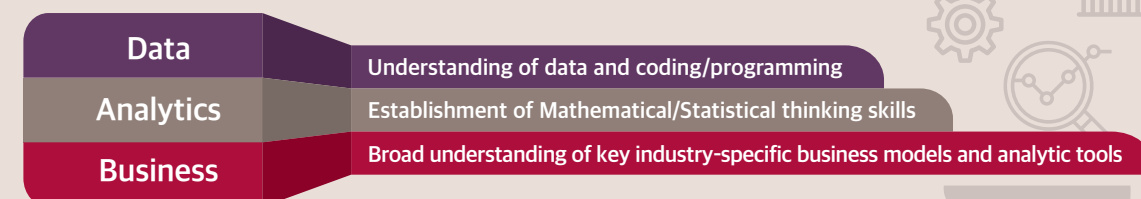
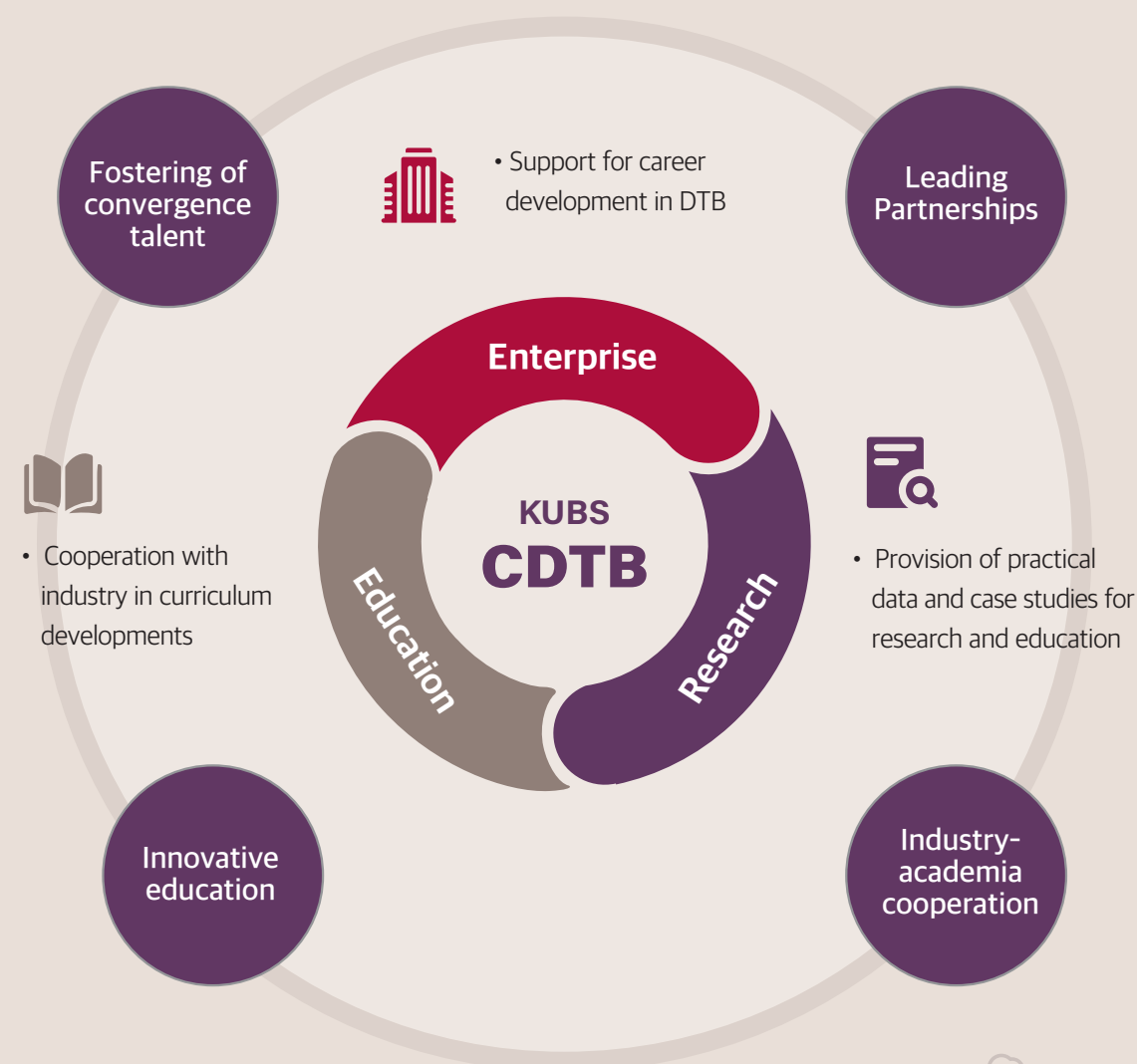
Establishment of CDTB to achieve this systematically and comprehensively

Digital Transformation in Business



VISION

An open connected platform of digital transformation education, research and industry-academia-research cooperation and convergence

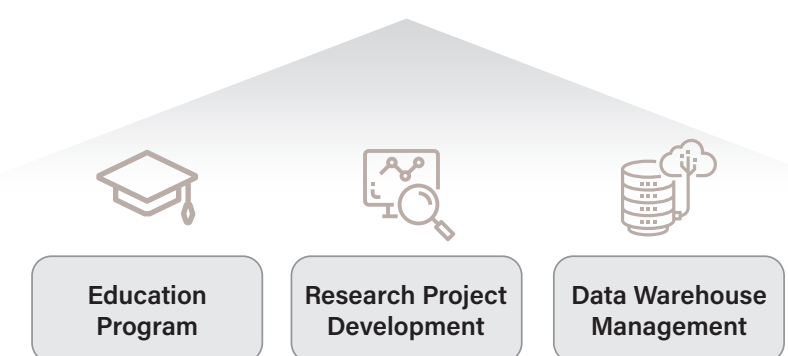
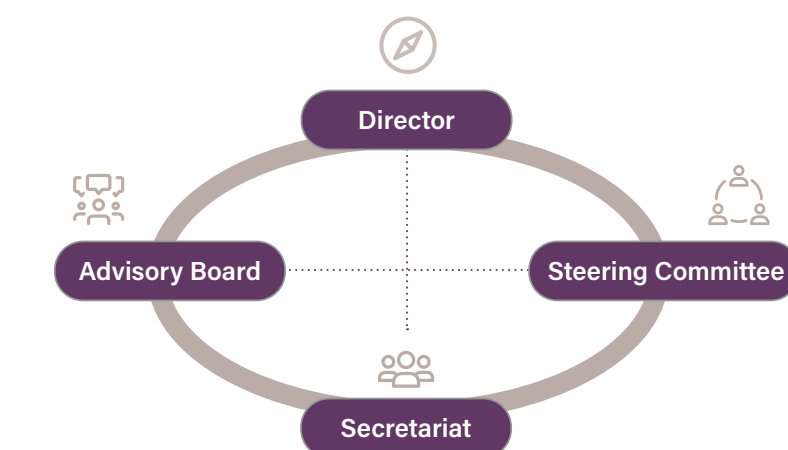


- Cultivating comprehensive thinking skills to solve business problems in practice
- Discovery of DT-based business models by applying the latest research theories and methodologies to the field

Provision of demand-driven education + research environment in which cutting-edge digital technology is applicable

ORGANIZATION

Director: Prof. Byung Cho Kim (Area Chair of Business Analytics)



An innovative **Open connected platform** with comprehensive functions such as research and education content development, industry-university cooperation, and employment

