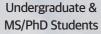
# Problem-based Learning in the Digital Age







Professors



**Industry Experts** 

# Center for Digital Transformation & Business (CDTB)

Problem identification by students

- Domestic internship course
- Seminar course

Sharing problems between academics and practitioners

Discovering problems through competitions

- Data purchase and connection capstone project contest
- Encouraging participation in clubs
- Discovering assignments through CDTB

# CDTB Colloquium





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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

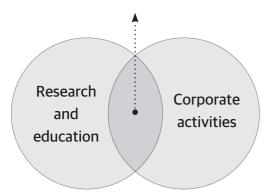
A new education, research, industry-academic cooperation system is essential to accommodate a new paradigm that meets the demands of the times and to meet the educational demands of future society.

Development of research and education contents for DT

Comprehensive human resource development including technology and management Innovative education to cultivate competency in solving problems in industrial fields

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

Fostering of convergence talent

• Support for career development in DTB

Enterprise

KUBS
CDTB
industry in curriculum developments

**=** 0

Leading

**Partnerships** 

 Provision of practical data and case studies for research and education

Industryacademia cooperation

Data

**Analytics** 

**Business** 

Innovative

education

Understanding of data and coding/programming

Establishment of Mathematical/Statistical thinking skills

 $Broad\ understanding\ of\ key\ industry-specific\ business\ models\ and\ analytic\ tools$ 

- 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

