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INDUSTRY 4.0

Introduction

The GEMBA 2020 Industry 4.0 Elective is intended to give participants a perspective about the changing nature of value chains against a background of increasing digitalization. The segments about “competing business models” and “building data-driven organizations” form important elements to connect to this segment on “Industry 4.0”.

Industry 4.0 is a term that was coined in Europe a decade ago to indicate the future of industry (i.e., the processing of raw materials and manufacture of goods in factories) in a world of total connectivity, smart machines and new business models.

Objectives

The objective of this segment is to provide GEMBA students with a better understanding of the ongoing revolution in industry, as well as its implications for business from a general management perspective. The course accelerates the participants’ knowledge journey by helping them address their current and future issues on this respect.

Competences

Basic Competences

- Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context. (CB6).
- The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study. (CB7).
- The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments. (CB8).
- Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way. (CB9).
- Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous. (CB10).

Specific Competences

- To interpret the global context in order to analyze and judge the threats and opportunities facing the organization. (COP8).
- To explore Industry 4.0. and its implications in the manufacturing industry from a perspective of general management. (COP9).

Content

The focus of this segment will be on the hardware underlying this revolution, ranging from sensors, robots to factory automation and 3D printing (as opposed to the pure digital layer of data collection, gathering and analysis).

Evaluation

Participants will be evaluated based on three major elements:

Oral Quizzes: 20% (SE1)

Team project: 30% (SE2)

Individual class participation:50% (SE4)

ADENDA COVID-19

Clases síncronas en remoto: todas las seis sesiones que estaban previstas a ser presenciales en el aula pasaron a realizarse en formato síncrono remoto.

Calendario: el módulo fue aplazado de mayo a julio de 2020.

