

**DIGITAL TRANSFORMATION IN BUSINESS SCHOOL:
A SELF-ASSESSMENT QUALITATIVE STUDY
OF SBM ITB AGILE READINESS**

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Abstract

There are a lot of drivers of change for business schools around the globe to better suit the renewed demand, style, and characteristics of organizations. A lot of business schools have been conducting and its own digital transformation initiatives by also fulfilling the requirement to have readiness in the agile aspect. The purpose of this research is to acquire, analyze, and discuss self-assessment qualitative data regarding the agile readiness of a business school. The subject of the research is a business school in Bandung City, namely the School of Business and Management as one of the schools/faculty in Institut Teknologi Bandung (SBM ITB). The data are gathered from nineteen MBA students in SBM ITB – classified into five groups – through the method of Focus Group Discussion (FGD), as well as team and class discussion. By having a self-assessment result on the agile readiness of SBM ITB can help the business school to assess the current standpoint and to adjust and manage the digital transformation initiatives ahead by overcoming current weaknesses as well as seizing future opportunities.

Keywords: Agile, Business School, Digital Transformation & Education Management.

