

BUS368 Innovation Management and Digital Transformation

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

Business product and service innovations are essential for competitive advantage in the digital world where product and service life cycles are becoming shorter. BUS368 Innovation Management and Digital Transformation aims to help students gain an understanding in product and service innovation management in the context of business and social services. The topics include different forms of innovation, the role of new product/service management, the new product development process, managing intellectual property, organisation knowledge, strategic alliances, R&D and technology transfers, the role of innovation in digital transformation, knowledge management and contemporary developments.

Topics:

- Innovation and its different forms
- The role of new product/service management in the process of innovation
- New product management theories and strategies
- New product development process
- Characteristics of new service (including social service) development
- Innovation in social services
- R&D management
- Technology transfer management and strategies
- Innovation in digital transformation
- Change management in the context of digital transformation
- Organisation knowledge and competence
- Contemporary developments in product/service innovation

Learning Outcome:

- Distinguish between the different forms of innovation
- Analyse the role of new product /service management in the process of innovation
- Appraise the different strategies and the operational realities vis-à-vis new product innovation
- Construct the steps in the new product development process
- Inspect the specific characteristics of new service development
- Examine the role and impact of research in new product development
- Illustrate the role of innovation in digital transformation
- Apply innovation to social services
- Formulate strategies for managing technology transfers, research and organisation knowledge and competence
- Contrast different technology transfer strategies
- Implement change management in digital transformation
- Demonstrate knowledge in the latest contemporary developments in product/service innovation
- Employ problem-solving skills, essential knowledge and interpersonal skills to work and make decisions effectively as a team
- Develop the ability to construct various forms of communicative capabilities, such as written reports, presentations and discussions
- Use independent thinking and analytical judgment

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	ECA-REPORT	32.50
	ECA-VIDEO	12.50
	ECA-POWERPOINT	5
Total		100

Assessment Strategies (Online Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-COURSE QUIZ 1	2
	DISCUSSION BOARD 1	10
	GROUP BASED ASSIGNMENT 1	10
	PARTICIPATION 1	6

Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	ECA-POWERPOINT	5
	ECA-REPORT	32.50
	ECA-VIDEO	12.50
Total		100