

BUS551 Harnessing Technologies for Business Innovation

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Harnessing Technologies for Business Innovation enables businesses to gain a competitive advantage in today's hyper-competitive business climate where past achievements and laurels are no assurance for future sustainable success. Established market leaders can lose their competitiveness if they fail to remain vigilant and innovative (e.g. Kodak and Nokia). Technologies that will be covered include 3D Printing, Ambient Technology, Business Analytics, and Cloud Computing. Paradigms that will be discussed include Gamification and Smart Cities.

Topics:

- Technology, Innovation and Business Competitiveness
- Concepts and Practices of Innovation
- Business Innovation: Products, Processes, and Business Models
- Technology-enabled Product Innovation
- Technology-enabled Process Innovation
- Technology-enabled Business Model Innovation
- Paradigms for Technology-enabled Business Innovation
- Ethics and Social Responsibility in Technological Applications

Learning Outcome:

- Appraise the use of technological innovation for business competitive advantage.
- Critique the various concepts and practices of innovation.
- Evaluate different types of business innovation.
- Propose ways that technologies can be harnessed for business innovation.
- Appraise the various paradigms for technology-enabled business innovation.
- Evaluate ethics and social responsibility in technology applications
- Demonstrate the critical and analytical thinking
- Show interpersonal skills
- Show written proficiency
- Provide oral presentations

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	10
	GROUP BASED ASSIGNMENT 1	25
	PARTICIPATION 1	15
Overall Examinable		

Overall Examinable Components	ECA	50
Total		100