

BUS651 Managing Technology and Innovation

Level: 6

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

In this age of widespread digital disruption, companies around the world are trying to transform their businesses digitally. Managing Technology and Innovation is hence becoming a critical capability for corporate leaders and managers. The course aims to develop such capability by equipping participants with digital transformation related concepts and strategies, and learning to apply these through case studies of real companies and application to participants' own organisations. In order to inculcate responsible exploitation of digital technology, this course will also highlight the potential ethical and social ramifications from digital technology misuse.

Topics:

- Technology Disruption: The Fourth Industrial Revolution & Digital Transformation
- Digital Economy
- Economic Impact of Technological Innovation
- Innovation Cycle
- Disruptive Technology
- Archetypes of Organisational Innovation
- Disruptive Innovation
- Open Innovation
- Design Thinking as Innovation
- Management of Technology Innovation
- Ethical and Social Dimension of Technology Innovation
- Surveillance Capitalism

Learning Outcome:

- Appraise the basis of technological innovation and digital transformation
- Prepare for the emerging Digital Economy
- Assess the various concepts and practices of organisational innovation
- Formulate strategies for managing technological innovation and digital transformation
- Evaluate the business value of technological innovation and digital transformation
- Critique the ethical and social implications of technology innovation and digital transformation
- Demonstrate the critical and analytical thinking
- Show interpersonal skills
- Prove written proficiency
- Provide oral presentations

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
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Overall Continuous Assessment	QUIZ 1	10
	PARTICIPATION 1	20
Overall Examinable Components	ECA	70
Total		100

*The information listed is subject to review and change.