

MSM514 Innovations in Business Operations 商业运营中的创新

Level: 5

Credit Units: 5 Credit Units

Language: CHINESE

Presentation Pattern: EVERY JAN

Synopsis:

In an increasingly volatile, uncertain, complex and ambiguous business environment, organisations need to adopt a focused and effective approach to innovation. Successful companies and industry leaders continue to build breakthroughs with innovative strategies that reshape markets, deliver customer value, redefine channels and defend competition. This course examines the various emerging technologies and frameworks that market leaders use to build innovation into their business operations. Through real-world examples and case studies, students will learn how to drive innovation and develop strategies in the context of industry disruption.

在日益动荡、不确定、复杂和模糊的商业环境中，组织需要采用有针对性且有效的创新方法。成功的公司和行业领导者继续通过重塑市场、提供客户价值、重新定义渠道和捍卫竞争的创新战略取得突破。本课程研究市场领导者用来将创新融入其业务运营的各种新兴技术和框架。通过现实世界的例子和案例研究，学生将学习如何在行业颠覆的背景下推动创新和制定战略。

Digital transformation involves the proactive and continual adaptation of an organization and its business models in the ever-changing market environment. The goal of the digital transformation process is to build on a strong operational foundation to evolve and respond to unpredictable customer expectations, changing stakeholder interests, and fluctuating global market conditions. This course examines fundamental operations concepts, tools, and frameworks and explores the impact of digitalisation on operations management practices and business success. With a particular focus on new disruptive trends and technologies, students will learn how digitalization can increase organisational efficiency and performance through scaling and speeding, while focusing on delivering personalized and quality outcomes for all the vested stakeholders in the business ecosystem.

数字化转型涉及组织及其商业模式在不断变化的市场环境中主动和持续的适应。数字化转型过程的目标是建立一个强大的运营基础，以发展和响应不可预测的客户期望、不断变化的利益相关者的利益、以及波动的全球市场条件。本课程考察基本的运营概念、工具和框架，并探讨数字化对运营管理实践和业务成功的影响。通过特别关注新的颠覆性趋势和技术，学生将了解数字化如何通过扩展和加速来提高组织效率和绩效，同时专注于为商业生态系统中的所有既得利益相关者提供个性化和高质量的结果。

Topics:

- Strategic Management for the Innovative Organisation 创新型组织的战略管理
- Emerging Technologies and Disruptive Innovation 新兴技术和颠覆性创新
- Value Chains and Innovative Ecosystems 价值链和创新生态系统
- Open Innovation, Crowdsourcing and Co-Creation 开放式创新、众包和共同创造
- Fostering Innovative Strategies and Implementing Change 培养创新战略和实施变革
- Strategic Evaluation and Business Transformation 战略评估与业务转型
- Fundamentals of Operations Management 运营管理基础
- A Digital Operations Framework 数字运营框架
- Digitalisation for Operational and Financial Performance 运营和财务绩效的数字化
- The Value of Digitalisation: Delivering Scale, Speed, and Quality 数字化的价值：提供 规模、速度和质量
- Disruptive Technologies for Operations Management 运营管理的颠覆性技术
- A Digital Transformation Roadmap 数字化转型路线图

Learning Outcome:

- Assess emerging technologies and business frameworks in the context of industry disruption 在行业颠覆的背景下评估新兴技术和业务框架。
- Combine innovation into the strategy development process 将创新融入战略制定过程。
- Formulate and capitalise on untapped areas of business opportunity by proposing innovative changes to existing business models 通过对现有商业模式提出创新变革，制定和利用尚未开发的商业机会领域。
- Appraise the fundamentals of operations management and critique the various perspectives of the digital operations framework 评估运营管理的基础知识并批判数字运营框架的各种观点。
- Estimate the effects of digitalisation on operational and financial performance 估计数字化对运营和财务绩效的影响。
- Evaluate the value of digitalisation for scaling up, speeding up and quality improvement 评估数字化在扩大规模、加快速度和提高质量方面的价值。
- Prioritise new disruptive trends and technologies in the context of operations management 在运营管理的背景下优先考虑新的颠覆性趋势和技术。
- Develop a strategic mindset and global insights in leading innovative organisations 在领先的创新组织中培养战略思维和全球洞察力。
- Recommend a digital transformation roadmap 推荐数字化转型路线图。

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	PARTICIPATION 1	15
	GROUP BASED ASSIGNMENT 1	25
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.

