

NATIONAL UNIVERSITY OF SINGAPORE
SCHOOL OF BUSINESS
Department of Analytics & Operations

DOS3811 Technology and Business Innovation

Lecturer : Professor Thompson Teo
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Session : Semester II, 2020/2021

Course Objectives

In a modern digitalised economy, organisations need to be innovative, and the ability of managers to understand and manage innovation has become a necessity to help their companies adapt and compete in the dynamic business environment. Advances in technology and the growing digitalization of business has brought about increased collection and availability of data. It is imperative that firms leverage on data analytics to enhance efficiency and effectiveness of business operations, thereby enhance the differentiation and competitive advantage of the firm. This course is directed at business managers who must understand the importance and impact of technology and business innovation.

Assessment

Participation	20%
Learning/reflection journal	30%
Article	15%
Group project	35%

Textbook

The module will be taught using a set of readings.

Note:

1. This course is taught seminar style where students are required to come prepared for classes, having read the assigned readings.
2. Students are required to participate actively in discussion, failing which they will receive low marks for participation.
3. If you are not willing or unable to work diligently for this module, please consider taking other modules instead.

Topics

- Innovation
- Business-technology alignment
- Design thinking
- Innovation frameworks
- Digitalization and platform ecosystem
- RFID and IOT
- Managing data analytics
- Understanding and managing risks
- Sustainability of competitive advantage from business analytics/technology
- Group project on Artificial intelligence and emerging technologies