

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

### **DOS3811 Technology and Business Innovation**

**Lecturer** : Professor Thompson Teo  
[bizteosh@nus.edu.sg](mailto:bizteosh@nus.edu.sg), MRB-8-75, Tel: 65163036

**Session** : Semester II, 2022/2023

### **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.

### **Topics**

- Innovation
- Business-technology alignment
- Design thinking
- Innovation frameworks
- Digitalization and platform ecosystem
- Managing data analytics
- Understanding and managing risks

- Sustainability of competitive advantage from business analytics/technology
- Group project on emerging technologies

**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.
4. Please switch off your mobile phone or put it to silent mode.
5. The use of laptops/tablets is strongly discouraged as it is distracting to your classmates. Also, you will learn more from the class when you are not distracted. Please see <https://www.nytimes.com/2017/11/22/business/laptops-not-during-lecture-or-meeting.html?module=inline>.
6. If you really need to use your laptop, you may do so for class-related activities. Please do not use it for non-class related activities such as checking email, social media, web surfing, doing other work online, etc. You will also need to sign an honor code (available in workbin of IVLE) that you will only use the laptop for class-related activities. You will be penalized if you violate this code.
7. Please be punctual for class and sit in the same seat every class so that I can better record your class participation.
8. If you have difficulty participating in class, I would suggest you sit in front and center.
9. Please bring writing materials to class as there will be several in-class exercises.