Course Outline

Course Code   : DOS3811
Course Title : Technology and Business Innovation
Class Date   : From 16/1/2024   To 16/4/2024
Semester   : Semester 2, Academic Year 2023/24
Faculty   : Business
Department   : Analytics & Operations
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Overview

This course will cover various topics relating to technology and business innovation. These topics include business-technology alignment, innovation, design thinking, innovation frameworks, digitalization, managing data analytics, managing and understanding risks and artificial intelligence.

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

Assessment Components	Weightage
Participation	20
Learning/reflection journal	30
Article presentation/critique	15
Group project	35

Schedule and Outline (details are available on canvas)

Lesson/ Week	Date	Session (lesson summary or outline / learning objectives / preparation / cases & assignments / follow-up readings & resources)
1	16 Jan	Business-IT alignment
2	23 Jan	Digitalization & Platforms
3	30 Jan	Innovation I
4	6 Feb	Innovation II
5	13 Feb	Design thinking

6	20 Feb	Innovation frameworks I
7	5 Mar	Innovation frameworks II
8	12 Mar	BMC Presentation & project consultation
9	19 Mar	Understanding & managing risks
10	26 Mar	Artificial intelligence
11-13	2,9,16 Apr	Project presentation

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

There is no textbook. You are required to read about 2 articles per week. Details are available on canvas.

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:
- Administrative Policies
- http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct
- http://nus.edu.sg/osa/resources/code-of-student-conduct