

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, 2024/2025

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 presentation/critique	15%
Group project	35%

Textbook

The module will be taught using a set of readings.

Topics

- Business-technology alignment
- Innovation
- Design thinking
- Innovation frameworks
- Digitalization and platforms
- Understanding and managing risks
- Artificial intelligence

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.
7. Please be punctual for class and sit in the same seat every class so that your class participation can be recorded.
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.

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>