INFO 7012 STRATEGY FOR TECHNOLOGICAL INNOVATION

Credit Points 20

Legacy Code 301053

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Description This online subject introduces a range of perspectives on the strategy formation process, recognising that there is no one universal process to fit all needs. A significant part of the teaching centres on an overview of strategic management. This is then placed into the context of technological innovation through six teaching blocks, each block providing a different perspective on the strategy formation process.

School Computer, Data & Math Sciences

Discipline Other Information Technology

Student Contribution Band HECS Band 2 20cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in the online program Master of Computing or any other postgraduate Western Sydney University program where this subject can be taken as an unspecified elective and where there are sufficient credit points available in the study program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Explain the different perspectives of strategy and strategic management and a range of theoretical, conceptual and applied material relevant to their study and application across a variety of organisational, sectoral or industrial settings relevant to technological innovation and management.
2. Discuss the relationship between, and the significance of the various perspectives on strategy for technological innovation and management.
3. Analyse a range of contextual and temporal variables that condition and shape the practice of strategy for technological innovation and management.
4. Evaluate the contested nature of the various perspectives and the theories, approaches and methodologies (e.g. tools and techniques) that inform and underpin them.
5. Interpret a range of contemporary and/or pervasive issues (which may change over time), relevant to a students organisation, sector or industry, or the subject, field or discipline a student has studied and integrate this into their work as example/case study material.
6. Critically analyse and evaluate conceptual, theoretical and applied approaches relevant to strategy and technological innovation, and/or TM and strategic management, with particular reference to the organisational, sectoral or industrial setting appropriate to a students location and/or interests.
7. Critically analyse and evaluate current research and scholarship in the field of strategy and technological innovation, and/or TM and strategic management more generally, with particular emphasis on a students chosen organisational, sectoral or industrial setting.
8. Apply knowledge and understanding of strategy/strategic management to technological innovation and management through independent learning and reflection on practice and experience.
9. Effectively communicate knowledge, ideas and conclusions about strategy, strategic management and technological innovation and management with particular reference to the organisational, sectoral or industrial context of most relevance to them.
10. Reflect on their performance, identify their learning needs and develop appropriate learning strategies.
11. Design and apply research and the skills required for analysing, and communicating, potentially complex findings and conclusions.
12. Implement a professional and ethical approach to any investigative/research work.

Subject Content

Perspectives on strategy - Dimensions of innovation
Planning for strategic position - Dynamic interaction
Learning - Planning and analysis
Culture - Culture and strategic options
Power and politics - Shaping strategy and innovation
Environment - Choice of and constraints on innovation
Configurations - Understanding configurations and change

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task
Essay and contribution to wiki	2000 words	15	N	Individual
Essay and contribution to wiki	2000 words	15	N	Individual
Essay and contribution to wiki	2000 words	20	N	Individual
Final assessment - written report	3000 words	50	N	Individual

Teaching Periods