BUSM 7045 INNOVATION THROUGH DIGITAL TECHNOLOGY

Credit Points 10

Legacy Code 200845

Coordinator Qiuyan Fan (https://directory.westernsydney.edu.au/search/name/Qiuyan Fan/)

Description Business innovation in the Digital Economy recognises that current economic development and leadership is based on digitisation of the global economy. This subject provides a framework for understanding management issues, business development and technology use and change in the areas of innovation and digital business. The subject introduces students to various digital technologies and applications that companies need to address for creating new business opportunities in the fast changing global business environment. Students will develop an appreciation of digital business as a form of organisational innovation and the importance of innovation in the digital economy. Students will learn to formulate a digital business strategy for an organisation and understand various issues involved in digital business innovation. Students will be exposed to the University's business and technology incubator environment.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program or be enrolled in the Master of Information and Communications Technology (Advanced), Master of Information and Communications Technology, Master of Chinese Cultural Relations, Graduate Certificate in Chinese Cultural Relations, Graduate Diploma in Chinese Cultural Relations or Master of Research.

Learning Outcomes

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

1. Describe and explain impact of digital technology on business, supported by exemplary examples of business digital innovation
2. Recognise, describe and adopt digital business innovation and transformation in a changing world
3. Apply tools and techniques to formulate digital business strategy for an organisation
4. Identify and analyse how business innovation through digital technologies open up new opportunities and challenges for entrepreneurs in the digital economy

Subject Content

1. Innovation, entrepreneurship and the digital economy
2. Industry dynamics of innovation through digital technology
- business model innovation in A digital World
- innovation in E-commerce
- digital innovation in business processes
- digital innovation in Marketing
3. Business strategy and digital transformation
- A framework for digital business strategy formulation and implementation
4. Issues and factors affecting the success of business innovation in the digital economy

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
Presentation	15-20 Minutes	20	N	Individual
Report	3,000 Words	30	N	Group
Final Exam	2 hours	50	N	Individual

Prescribed Texts

- Chaffey, D, Hemphill, T & Edmundson-Bird, D 2019 Digital business and e-commerce management, 7th edn, Pearson Education, United Kingdom.

Teaching Periods

Vietnam Quarter 1 (2024)

Vietnam

On-site

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7045_24-UQ1_UE_1#subjects)

Quarter 2 (2024)

Parramatta City - Macquarie St

On-site

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Vietnam Quarter 2 (2024)

Vietnam

On-site

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Vietnam Quarter 3 (2024)

Vietnam

On-site

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Vietnam Quarter 4 (2024)

Vietnam

On-site

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timetable/?subject_code=BUSM7045_24-UQ4_UE_1#subjects)