Digital Innovation in China

Course Teacher:　Carol Hsu

Course Code：

Teaching Language: English

Targeted Students: Master Candidate

Contact Hours:　36

Extracurricular class hours:　72

Prerequisites:

Number of learners: Less than 40

Semester:　Spring

Credits: 2

1. Course Description

This course focuses on the strategic and managerial implication associated with the deployment of information technology in modern organizations, with a particular focus on China context. The course objective is to identify and explore the challenges, opportunities and solutions that enable digital transformation process and create new business ventures in a global and cross-cultural environment.

2. Course Objectives and Requirements

1)**Course Objectives**：

    a) Understand the concept of digital innovation;
    b) Strategic implications of digital technology on business;
    c) Understand digital business model;
    d) Case analysis of leading digital business in China

2) **Requirements**：

The course will consist of eight modules, as detailed below. Since studying is based on case and class discussions, and exchanging of the students' ideas and experiences, participants will be encouraged to take an active part and share their managerial experiences and quandaries with the class. Students are, therefore, expected to attend and participate in all class sessions.

3. Course Arrangement

Session	Lecture Topic	Suggested Reading/Case Study
1	Course Overview and Concept of Management	
2	Understand Digital Transformation	Management Information Systems, Managing Information Technology in the Business

		Enterprise, 9th Edition O'Brien, J.McGraw-Hill
3	Data Analytics : Concept and Opportunities	
4	Digital Prototype Design Workshop-1	Blank, S. "Why the Lean Start-Up Changes Everything" Harvard Business Review, May, 2013
5	Digital Prototype Design Workshop-1	Blank, S. "Why the Lean Start-Up Changes Everything" Harvard Business Review, May, 2013
6	Digital Business Model	Osterwalder, A. and Pigneur, Y Business Model Generation, 2010, Hoboken, NJ: John Wiley & Sons
7	Platform Economy	Hagiu, A. "Strategic Decisions for Multisided Platforms." MIT Sloan Management Review, 55, no. 2, Winter 2014
8	Blockchain : Concept and Opportunities	Iansiti, M. and Lakhani, K. "The Truth about Blockchain" Harvard Business Review (January-February), 2017, 118-127.
9	Group Presentation	

4. Teaching Methods

Lectures, Discussions, Role Plays, Case Analysis, Debate, etc.

5. Learning Outcomes

Category	Learning Outcomes
Knowledge Learned	1. To better understand the nature of digital innovation and its related business models,; 2. To develop skills and experience in understanding various management strategies and techniques towards digital innovation 3. To compare and contrast Eastern and Western developments in digital business ;
Intellectual abilities Improved	1. To reflect the role of digital technology in today's business environment. 2. To be able critically assess different strategic approach in developing digital business
Practical skills improved	1. To understand the techniques in developing digital prototypes; 2. To be able to apply elements in business models for a particular digital business;
Personal competences	To develop critical thanking

and characters Cultivated	

6. Performance Evaluation: Means & Ratio

Evaluation Means	Ratio (%)	Link with learning outcomes expected
Class Participation	25	All Category
Group Work	25	All Category
Exam	50	All Category

Group project:

Each group will consist of approx. 5 students in this group project. Before the class, all students are suggested to download 'POP- Prototyping on Paper' or 'Marvel- Design and Prototype' from App Store or Google Play. This project will consist of two stages. In the first stage, the class will have a half day workshop to work on a minimum viable product to test the core idea of each group's digital product/service. The group will use POP or Marvel to develop the prototype and have the opportunities of interacting with other groups as the method of receiving early customer feedback. Between the first and the second stage, the group can modify their product based on customer feedback. In the second stag, the group will prepare a 20-min presentation to the class include the core idea of the business model, the initial MVP in the first stage, and the modifications made after customer feedback

Policy on attendance and participation:

Since most class meetings will include the discussion, students are expected to attend and participate in all classes (if you miss some session, you will get points off according to your handbook); and *the first morning (session) is compulsory, it means you will get an E automatically if you miss the first morning session (This is the additional rule, only for this course).And you have to submit your pre-work before the class.*

Feedback:

Any feedback, whether verbally or electronically, on anything that concerns you *is always appreciated*.

7.Textbook，References and Reading Materials

1. Management Information Systems, Managing Information Technology in the Business Enterprise, 9th Edition   O'Brien, J.McGraw-Hill
2. Managing & Using Information Systems: A Strategic Approach, 6th Edition Keri E. Pearlson; Carol S. Saunders; Dennis Galletta Wiley
3. Iansiti, M. and Lakhani, K. "The Truth about Blockchain" Harvard Business Review (January-February), 2017, 118-127.

4. Edelman, B. "How to Launch Your Digital Platform" Harvard Business Review, April, 2015
5. Osterwalder, A. and Pigneur, Y Business Model Generation, 2010, Hoboken, NJ: John Wiley & Sons
6. Hagiu, A. "Strategic Decisions for Multisided Platforms." MIT Sloan Management Review, 55, no. 2, Winter 2014
7. Gartner CIO Agenda 2018 (http://www.gartner.com/imagesrv/cio/pdf/Gartner_CIO_Agenda_2018.pdf)
8. Online resources

8. Assignment Requirements

The criteria of assignment evaluation (100 points)

Assessment Criteria Grid	Max. points	Points Attributed
Comprehension of key issues: • Understanding of concepts treated in class • Ability to apply concepts to new context/s • Proper use of subject matter vocabulary • Addressed fully the assignment requirements	20%	
Analysis: • Display of critical thinking relative to subject matter • Application of key models and concepts to the analysis • Ability to apply concepts/models from other disciplines to the analysis	20%	
Structure & presentation: • Well-structured ideas and information • Clarity of presentation • Professional layout – tables, figures, images, headings, hierarchy of information • Use of transitions and interim conclusions	20%	
Conclusions & recommendations: • Logical continuation of reasoning/ideas/analysis developed in assignment • Concision and relevancy to the analysis • Relevance to the analysis	20%	
References & citation: • Citations within paper • Proper format of citation and no acts of plagiarism (intentional or unintentional) • Reference/Bibliography section • Depth and breadth of sources	10%	
Other: • Elements of assessment at Professor's discretion relative to the discipline • Creativity and originality of ideas/approach/analysis/findings • Demonstrated general attainment of module learning objectives	10%	
TOTAL	**100%**	

Appendices:

1. The course PPT
2. Case material
3. Other teaching material (such as reading materials, the articles)
4. Study guide