

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Decision Sciences

DSC4216 Business-driven Technology

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Session: Semester I, 2016/2017

Objectives

This course helps students to learn about how to go about identifying, leading or participating in innovation-led projects or dealing with productivity-based or new product development-led projects. An appreciation of the organisational rationale for transformation due to potential disruption, new revenue streams or productivity improvements is provided to set the context for the application of business-driven technology. A view of the challenges of change management or organizational transformation would also be addressed.

A management framework of the technology development life cycle is presented to help build critical managerial skills for decision making in the management of technology including information communication technologies.

The course emphasizes the most appropriate types of technology to be developed or deployed for product, process, and organizational or technological innovation. Where available, Asian cases and/or guest lectures will be used to highlight and educate the reader on unique business operations in this region.

The objective of this course is to INTRODUCE and INTEGRATE knowledge in this area with applications in business-driven technology development and application. It prepares participants for the work environment and the diverse challenges faced by business leaders and management. The teaching method will be a combination of lectures, problem based learning, class discussion/projects on assigned topics and case analysis. A major team project will enable learning to take place; with students having a better understanding of the interplay of purpose, process and people factors in successful transformation.

Prerequisite

Students should preferably complete the first three years BBA course as some knowledge from that course is assumed. You may get a waiver subject to approval by the lecturer concerned.

Assessment

Group Project	
Individual Presentation	20%
Team Report	40%
Class Assignment analyses	20%
Class Participation – tutorials/seminars	20%

Term Paper

Each project team is required to prepare a project presentation on a selected topic relevant to the subjects covered in this class.

The purpose of the presentation is to demonstrate that you can apply the techniques learned in this class to technology application problem of your choosing. The presentation must include a statement of the problem, process(es) analyzed, and the principles learned.

The presentation should be in a powerpoint format. There is no OHP number limitation, but a good presentation may need 8 to 14 OHPs of narratives to provide in-depth analysis of a selected topic.

Required Text

Course Reading Packet

Lesson Plan

The learning will be augmented with a series of cases and assignments to be discussed in class to augment the lecture notes and reading materials.

Students are expected to do these assignments and participate actively in classroom discussion.