



## UNSW Course Outline

# INFS2631 Innovation and Technology Management - 2024

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## General Course Information

**Course Code :** INFS2631

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** School of Information Systems and Technology Management

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Innovation and technology are the twin engines driving progress in our world today. INFS2631 provides a comprehensive understanding of the digital innovation process through insights into current innovation models, strategies, tools, and technologies.

By applying theoretical concepts to real-world case studies, you will explore the digital innovation management landscape, gaining conceptual insights into shaping ideas into innovations. This course will provide a strong foundation for your future work with digital innovation initiatives and prepare you to navigate the complex, technology-driven business environment.

## **Course Aims**

In an era where digitalization continues to revolutionize industries globally, the importance of understanding and managing digital innovation becomes paramount. This course is designed to provide you with a comprehensive understanding of the multifaceted nature of digital innovation and its management. The primary aim is to equip you with the knowledge, tools, and strategies required to identify, manage, and optimize digital innovation opportunities and challenges within various organizational contexts.

## **Relationship to Other Courses**

This course aims to develop students ability to analyse and assess critical trade-offs in technology management and innovation strategy. Students will learn the industry dynamics of innovation processes and understand how to incentivise innovation, select appropriate development strategies and time product entry. Overall, the course aims at developing students' academic, conceptual and theoretical IS knowledge in the area of technology and innovation management, as well as their professional skills by applying this knowledge to real-world business cases.

The course is a second year course offered as part of the UNSW Business School Information Systems curriculum by the School of Information Systems and Technology Management. The course builds on your knowledge about the role of technology in today's business world.

INFS1602 Digital Transformation in Business is a prerequisite for this course. You must also complete 72 UOC prior to taking this course.

## Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Describe and explain the digital innovation process, including sources and patterns of innovation.	• PLO1 : Business Knowledge
CLO2 : Explain how digital innovations are diffused and adopted or why they failed to do so.	• PLO1 : Business Knowledge
CLO3 : Explain the importance and mechanisms of digital platforms and innovation ecosystems.	• PLO1 : Business Knowledge
CLO4 : Provide an overview of the digital innovation financing landscape and the traits of various financiers.	• PLO1 : Business Knowledge
CLO5 : Apply user-centred methodologies to conceptualize, prototype and manage digital innovations.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO6 : Analyse and evaluate digital innovations recognizing strategies, ethical considerations, and potential risks.	• PLO1 : Business Knowledge • PLO2 : Problem Solving

Course Learning Outcomes	Assessment Item
CLO1 : Describe and explain the digital innovation process, including sources and patterns of innovation.	• Preparation and Engagement • Team Assignment • Final Exam
CLO2 : Explain how digital innovations are diffused and adopted or why they failed to do so.	• Preparation and Engagement • Team Assignment • Final Exam
CLO3 : Explain the importance and mechanisms of digital platforms and innovation ecosystems.	• Preparation and Engagement • Team Assignment • Final Exam
CLO4 : Provide an overview of the digital innovation financing landscape and the traits of various financiers.	• Preparation and Engagement • Team Assignment • Final Exam
CLO5 : Apply user-centred methodologies to conceptualize, prototype and manage digital innovations.	• Preparation and Engagement • Team Assignment • Final Exam
CLO6 : Analyse and evaluate digital innovations recognizing strategies, ethical considerations, and potential risks.	• Preparation and Engagement • Team Assignment • Final Exam

## Learning and Teaching Technologies

Moodle - Learning Management System

# Learning and Teaching in this course

Weekly sessions consist of an online interactive lecture on Microsoft Teams followed by an interactive tutorial. The tutorial will consolidate materials from the online lecture consisting of relevant concepts and disciplinary knowledge in technological innovation management and organization and use discussion and innovation examples to help you apply these concepts to business applications. It will be critical to do the readings and assigned pre-work before the tutorial classes as the class activities will assume these have been completed. The tutorial class activities will usually be done in groups and end with a short presentations, debates or discussions.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Preparation and Engagement Assessment Format: Individual	20%	Start Date: Weekly Due Date: Weekly	• PL01 : Business Knowledge • PL02 : Problem Solving • PL03 : Business Communication • PL07 : Leadership Development
Team Assignment Assessment Format: Group	30%	Start Date: 14/02/2024 05:00 PM Due Date: 10/04/2024 05:00 PM	• PL01 : Business Knowledge • PL02 : Problem Solving • PL03 : Business Communication • PL04 : Teamwork • PL05 : Responsible Business Practice
Final Exam Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: Exam period	• PL01 : Business Knowledge • PL02 : Problem Solving • PL05 : Responsible Business Practice

## Assessment Details

### Preparation and Engagement

#### Assessment Overview

Weekly exercises before, during and after class.

Assesses: PL01, PL02, PL03, PL07

#### Course Learning Outcomes

- CL01 : Describe and explain the digital innovation process, including sources and patterns of

innovation.

- CLO2 : Explain how digital innovations are diffused and adopted or why they failed to do so.
- CLO3 : Explain the importance and mechanisms of digital platforms and innovation ecosystems.
- CLO4 : Provide an overview of the digital innovation financing landscape and the traits of various financiers.
- CLO5 : Apply user-centred methodologies to conceptualize, prototype and manage digital innovations.
- CLO6 : Analyse and evaluate digital innovations recognizing strategies, ethical considerations, and potential risks.

#### **Detailed Assessment Description**

This assessment is intended to develop your ability to pursue independent work and participation in in-class group activity.

#### **Assessment Length**

NA

#### **Assignment submission Turnitin type**

This is not a Turnitin assignment

### **Team Assignment**

#### **Assessment Overview**

Design, present and report on an innovation roadmap to address an industry problem.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5

#### **Course Learning Outcomes**

- CLO1 : Describe and explain the digital innovation process, including sources and patterns of innovation.
- CLO2 : Explain how digital innovations are diffused and adopted or why they failed to do so.
- CLO3 : Explain the importance and mechanisms of digital platforms and innovation ecosystems.
- CLO4 : Provide an overview of the digital innovation financing landscape and the traits of various financiers.
- CLO5 : Apply user-centred methodologies to conceptualize, prototype and manage digital innovations.
- CLO6 : Analyse and evaluate digital innovations recognizing strategies, ethical considerations, and potential risks.

#### **Detailed Assessment Description**

This assessment will develop your skills in managing digital innovations in a group setting. A

detailed assessment guide will be posted on Moodle.

#### **Assessment Length**

4000 words

#### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### **Final Exam**

#### **Assessment Overview**

Exam on course content covered weeks 1-10.

Assesses: PL01, PL02, PL05

#### **Course Learning Outcomes**

- CL01 : Describe and explain the digital innovation process, including sources and patterns of innovation.
- CL02 : Explain how digital innovations are diffused and adopted or why they failed to do so.
- CL03 : Explain the importance and mechanisms of digital platforms and innovation ecosystems.
- CL04 : Provide an overview of the digital innovation financing landscape and the traits of various financiers.
- CL05 : Apply user-centred methodologies to conceptualize, prototype and manage digital innovations.
- CL06 : Analyse and evaluate digital innovations recognizing strategies, ethical considerations, and potential risks.

#### **Assessment Length**

NA

## **General Assessment Information**

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online

self-paced Moodle module that should take about one hour to complete.

You are expected to complete all assessment tasks for your courses in the School of Information Systems and Technology Management. Classes are highly practical and relevant to your assessments, so you are expected to attend at least 80% of all scheduled classes.

Where group assignments are used, team members are expected to work in a harmonious and professional fashion, which includes adequate management of non-performing members. You should inform your tutor as soon as possible if you experience problems within a project team. You may be required to evaluate the contribution of each team member (including yourself) in group work and marks for individual students may be adjusted based on peer assessment.

### **Grading Basis**

Standard

### **Requirements to pass course**

Achieve a composite mark of 50/100.

## **Course Schedule**

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Sources of Digital Innovation
	Tutorial	Sources of Digital Innovation
Week 2 : 19 February - 25 February	Lecture	Patterns of Digital Innovation
	Tutorial	Patterns of Digital Innovation
Week 3 : 26 February - 3 March	Lecture	Managing the Digital Innovation Process
	Tutorial	Managing the Digital Innovation Process
Week 4 : 4 March - 10 March	Lecture	Timing of Innovations
	Tutorial	Timing of Innovations
Week 5 : 11 March - 17 March	Lecture	Managing Innovations through Design and Experimentation
	Tutorial	Managing Innovations through Design and Experimentation
Week 6 : 18 March - 24 March	Other	Flex Week
Week 7 : 25 March - 31 March	Lecture	Mobilizing Resources for Digital Innovation
	Tutorial	Mobilizing Resources for Digital Innovation
Week 8 : 1 April - 7 April	Lecture	Deployment of Digital Innovations
	Tutorial	Deployment of Digital Innovations
Week 9 : 8 April - 14 April	Lecture	Digital Innovation Ecosystems and Platforms
	Tutorial	Digital Innovation Ecosystems and Platforms
Week 10 : 15 April - 21 April	Lecture	Responsible Digital Innovation
	Tutorial	Responsible Digital Innovation

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## Course Resources

### Prescribed Resources

The course will draw on Melissa Schilling's "Strategic Management of Technological Innovation". The 5th edition, published in 2017, is available as an e-book on UNSW library. The course will draw on concepts covered in this text book, supplemented by contemporary cases that illustrate the concepts.

Relevant readings for the week will be shared on a weekly basis on Moodle.

The website for this course is on Moodle at: <https://moodle.telt.unsw.edu.au>.

## Course Evaluation and Development

Student feedback is vital to the continuous development of the course. Feedback will be sought formally through end-of-term surveys and informally through student interactions throughout the course. This course has undergone a revision of content and now takes a lifecycle view of digital innovations. The number of assessments has also been reduced and streamlined based on feedback from previous terms.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Sandeep Mysore Seshadrinath		Level 2 Quad		Thursdays 2PM-3PM on Teams or by appointment in person.	No	Yes

## Other Useful Information

### Academic Information

#### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

## STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

## SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

## **LATE SUBMISSION PENALTIES**

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## **FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE**

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## **Faculty-specific Information**

### **PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS**

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).

- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

## **COURSE EVALUATION AND DEVELOPMENT**

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

## **QUALITY ASSURANCE**

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## **TEACHING TIMES AND LOCATIONS**

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.