SBM4301 Innovation and New Technologies

Unit description

This unit of study introduces how new and innovative technologies are increasing the ability of modern organizations to globalize business processes and to extend their reach to global partners and customers. This unit is designed to explore the scope of technological change and drivers for Information System (IS) innovation. Initially, it attempts to investigate sources, types, impact and opportunities of IS innovation such as incremental or routine innovation and more radical or revolutionary innovation within the Australian and global contexts by exploring emerging Web technologies. This topics cover: specific categories of administrative process innovation such as Accounting IS, Health IS and Library IS; technological process innovation including BPR and BPM; technological service innovation such as Remote customer order entry and follow-on customer service systems; and technological integration innovation such as inter-organizational IS and EDI. Finally, this unit emphasis the importance of IS innovation to both new ventures and to large established firms and explores the organizational, economic and strategic problems that must be tackled to ensure innovation is a long-term source of competitive advantage. It is expected that students will be given an opportunity to draw critical conclusions as part of addressing the legal Issues such as Intellectual Property, Service Level Agreements, and Patents and others related to IS innovation. This unit is a core unit in the BBIS program.

Learning outcomes

On successful completion of this unit, students will be able to:
[ULO1] Explain the scope of technological change and drivers for information system (IS) innovation and their impact on business, organisations and society.
[ULO2] Analyse the key opportunities of IS innovation (such as incremental or routine innovation and more radical or revolutionary innovation) within the Australian and global contexts by exploring emerging Web technologies.
[ULO3] Demonstrate and understanding of the potential use of administrative process innovation in the business world, and justify how they deliver value.
[ULO4] Describe the purpose of technological service innovation and justify how they deliver value.
[ULO5] Demonstrate and understanding of the importance of technological integration innovation and justify how they deliver value.
[ULO6] Explain how to draw critical conclusions as part of addressing the legal Issues related to IS innovation.

Summary

Credit Points	6
Courses	BBIS
Total Credit Points	BBIS: 144 credit points
Pre-Requisites	N/A
Co-Requisites	N/A
Other Requirements	N/A
Unit Level	Core

Sydney Campus
1-3 Fitzwilliam Street,
Parramatta NSW 2150
Ph:+61 2 8319 2100

Melbourne Campus
399 Lonsdale Street,
Melbourne, VIC 3000
Ph:+61 3 7035 5300

www.apicollege.edu.au
CRICOS Provider nº: 03048D
PRV12007

Duration	14 weeks (12 teaching weeks; 1 revision week; one exam week)
Mode of Delivery	On-campus
Assessment	Quiz: 10%; Report A: 20%; Report B: 20%; Tutorial Submission: 10%; Examination: 40%
Prescribed Textbook	White, M & Bruton, GD 2016, The management of technology & innovation: A strategic approach, 3rd edn., Cengage Learning US. Schilling, M A 2017, Strategic management of technological innovation, 5th edn, McGrawHill, New York.
Expected student workload	Students should expect to spend approximately 8.5 hours per week over 14 weeks on learning activities for this unit. This includes time spent attending scheduled classes, undertaking private study, preparing assessments, and completing examinations.

Sydney Campus
1-3 Fitzwilliam Street,
Parramatta NSW 2150
Ph:+61 2 8319 2100

Melbourne Campus
399 Lonsdale Street,
Melbourne, VIC 3000
Ph:+61 3 7035 5300

www.apicollege.edu.au
CRICOS Provider nº: 03048D
PRV12007