

Subject Code	MM6412
Subject Title	Strategic Management of Information & Organization in Digital Economy
Credit Value	3
Level	6
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Role and Purposes	<p>This subject contributes to the achievement of the DBA/DMgt outcome by acquiring an in-depth knowledge of a specialist area (Outcome 2).</p> <p>The subject will focus on the latest business applications of information technology (IT) and the related research in the management and marketing fields. Knowledge gained in this subject will enhance executives' understanding of the digital economy and how it is transforming business strategies.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will understand:</p> <ol style="list-style-type: none"> the value of IT to the marketing and management fields; managerial & strategic issues related to business applications of IT big data & business analytics high-tech innovation management digital marketing and e-commerce
Subject Synopsis/ Indicative Syllabus	<p><u>Module 1. The New Era of E-Commerce: Social Media and Mobile Computing</u> We discuss the role of social media and mobile commerce in influencing consumers' decision making in their digital journal in the e-commerce world.</p> <p><u>Module 2. Predicting the Future: Statistics, Crowd Wisdom, & Big Data</u> We demonstrate three different but related approaches of prediction—Statistics, Big Data, and Crowd Wisdom, the latter two of which are enabled by Internet technologies. In particular, examples of utilizing big data for new knowledge discovery and better predictions will be discussed.</p> <p><u>Module 3. High-tech Innovation Management: Platforms & Users</u> We provide insights into the platform (ecosystem) strategies that are essential to most of the IT/E-commerce applications. In addition, user innovation and crowd sourcing enabled by Internet technologies will also be discussed.</p> <p><u>Module 4. Classical Information Systems Research: Managerial & Strategic Issues</u> We survey a number of traditional themes of information systems research—technology acceptance and use, information systems success model, IT assimilation and enterprise systems, and IT governance.</p> <p><u>Module 5. New Hypes (Optional)</u> We will discuss a few latest but exiting trends in the fields such as Internet of Things, Virtual Reality, and Gamification, if time permits.</p>
Teaching/Learning Methodology	<p>There will be a mix of seminars, team presentations, and discussions in this course. Recent developments and research in the area of business information systems will be reviewed during seminars. Participants are required to produce a tentative exploratory research plan on a self-selected topic. Participants will have the flexibility to tailor the research plan to his/her personal interest.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a.	b.	c.	d.	e.
	Continuous Assessment*	100%					
	1. Class Participation/Discussion	20%	✓	✓	✓	✓	✓
	2. Group Assignment – 1 st review	20%	✓	✓	✓	✓	✓
	3. Individual Assignment – 2 nd review	20%	✓	✓	✓	✓	✓
	4. Take-home Examination	40%	✓	✓	✓	✓	✓
	Total	100 %					
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Readings are assigned to course participants. They are required to critique these articles and prepare for discussion. Student teams also need to make presentations in class and exchange views regarding conceptual, methodological and managerial issues. Examination is introduced to assess whether participants are able to integrate what they have learned, and more importantly, generate research ideas of both academic and business significance.</p>							
Student Study Effort Expected	Class contact:						
	▪ Lectures						30 Hrs.
	Other student study effort:						
	▪ Preparation for lectures						30 Hrs.
	▪ Preparation for assignment / presentation / examination						60 Hrs.
	Total student study effort						120 Hrs.
Reading List and References	<u>Journals:</u>						
	<i>MIS Quarterly</i> <i>Information Systems Research</i> <i>Journal of Management Information Systems</i> <i>Management Science</i> <i>Journal of Marketing Research</i> <i>IEEE Transactions on Engineering Management</i>						
	<u>Magazines:</u>						
	<i>Harvard Business Review</i> <i>Sloan Management Review</i>						

