

School of Information Management

INFO 334 DIGITAL BUSINESS INNOVATION

Trimester 1, 2016

COURSE OUTLINE

Prescription

The course focuses on how businesses can adapt information technologies to add innovation to business models, products and services. It includes an evaluation of digital strategies to support other corporate initiatives and how to integrate innovative business models such as social media and e-commerce to build customer relationships and improve the customer experience.

Course Learning Objectives

Students who pass this course should be able to:

1. Evaluate competing business models in the digital economy
2. Apply appropriate parts of the digital innovation cycle to business situations
3. Identify key strategic aspects of digital initiatives
4. Assess the role of the digital entrepreneur in business applications.

Course Content

Week	Date	Topic	Tutorial topic
1	29 February-4 March	Introduction; The global context of digital business innovation	No tutorial
2	7-11 March	Theoretical lenses for analysing digital business	Tutorial 1: Technology trends
3	14-18 March	Measuring value; Analysing digital innovations	Tutorial 2: Digital business and innovation
4	21-23 March	n/a	
Easter break			
5	31 March-1 April	Digital customers; Social media and digital business	Tutorial 3: Measuring value
6	4-8 April	Digital payments	Tutorial 4: Social media and surveillance
7	11-15 April	The dark side: surveillance, privacy, cybercrime	Tutorial 5: Digital payments
8	18-22 April	Digital education: MOOCS, BYOD, etc.	Tutorial 6: Surveillance and security
Mid-Trimester break			

9	2-6 May	The Internet of Things; Standards	Tutorial 7: Digital education
10	9-13 May	Crowdsourcing and Crowdfunding	Tutorial 8: The Internet of Things and Standards
11	16-20 May	Managing digital business/digital service delivery	Tutorial 9: The crowd
12	23-27 May	New careers and the changing nature of work	Tutorial 10: Managing digital channels
13	30 May-3 June	The future: What is the next big thing?	Tutorial 11: The changing nature of work

Trimester Dates

From Monday 29th February to Friday 10 June

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th May 2016. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an 'Application for Associate Dean's Permission to Withdraw Late' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or [online](#).

Names and Contact Details

	Staff	Contact Details	Room	Office Hours
Course Coordinator & Lecturer	Brenda Chawner	brenda.chawner@vuw.ac.nz 04 463 5780	RH 426	by appointment
Lecturer	Mary Tate	mary.tate@vuw.ac.nz 04 463 5265	RH 504	by appointment
SIM Undergraduate Support Team	Anette Klaassen Duncan Inkster	simstudents@vuw.ac.nz 04 463 6998	RH 521	Mon-Fri 10am-4pm or by appointment

Class Times and Room Numbers

Thursday 15:40-17:30 Rutherford House RHLT 2

Tutorial/Workshop Signups

Sign up via myAllocator <https://student-sa.victoria.ac.nz/>

Course Delivery

In addition to the lectures, one-hour tutorials will be held in Weeks 2 through 13. One lecture (Week 12) will be delivered online.

Readings

There is no textbook. Links to readings and other resources will be provided on Blackboard. A preliminary list of readings is included at the end of this document.

Expected Workload

To achieve satisfactory grades, you will need to spend approximately 10-12 hours per week on INFO 334. This will include 3 hours per week attending lectures and tutorials, 2-3 hours per week preparing for classes, and 5-6 hours per week developing assessment items.

Assessment

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

This course will be internally assessed. All assessment will be submitted online via Blackboard.

For all further details, including the requirements, assessment criteria, and submission details, please see the 'Assessment' section of the INFO 543 course site on Blackboard.

Assignment	Date due	Value	Length	Learning Objectives
1. Essay on the theoretical principles of digital business	11:59 pm, Monday, 11 April	30%	2000 words	1-2
2. Individual research project on a contemporary digital technology	11:59 pm, Friday, 10 June	50%	3000 words	1-4
3. Tutorial contribution and leadership	Weekly	20%	n/a	1-4

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Penalties

The penalty for late submission of work without a prior extension arrangement is a reduction of 10% of the available marks each calendar day, starting from the due date and time, up to 5 days after the due date. At the course coordinator's discretion, work handed in after 5 days may be assessed and feedback provided, but no grade will be assigned.

Extensions

Personal extensions are granted only in special circumstances and supporting evidence such as a medical certificate may be requested by the course coordinator or SIM undergraduate support team.

Non-extendable assessments. For some work, such as: lab projects, case discussion preparation, and tutorial preparation there is no possibility of late submission as the opportunity for the work to be completed has already passed.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Materials and Equipment

No special materials are required.

Student feedback

Since this is the first time INFO 334 has been offered, there is no previous student feedback. Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the course coordinator and the class. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

Communication of Additional Information

Additional information will be announced in class or by tutors at tutorials, or communicated via Blackboard. Any or all of these methods may be used.

Link to general information

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Preliminary Course Readings

Week 1 Introduction; The global context of digital business innovation

Rauch, D. E., & Schleicher, D. (2015). *Like Uber, But for Local Governmental Policy: The Future of Local Regulation of the 'Sharing Economy'*. George Mason Law & Economics Research Paper No. 15-01. Available from SSRN. Retrieved from <http://ssrn.com/abstract=2549919>

World Economic Forum. (2015). *Outlook on the Global Agenda 2015*. Retrieved from: <http://reports.weforum.org/outlook-global-agenda-2015/wp-content/blogs.dir/59/mp/files/pages/files/outlook-2015-a4-downloadable.pdf>

Michel, S., Brown, S. W., & Gallan, A. S. (2008). Service-Logic Innovations: How to Innovate Customers, Not Products. *California Management Review*, 50(3), 49-65.

Week 2 Theoretical lenses for analysing digital business

Christensen, C. M. (2012). Disruptive Innovation, In *Encyclopedia of Human-Computer Interaction* (2nd ed.). Copenhagen: Interaction Design Foundation. Retrieved from <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/disruptive-innovation>

Downes, L., & Nunes, P. f. (2013). Big Bang Disruption. *Harvard Business Review*, 91(3), 44-56.

Wessell, M., & Christensen, C. M. (2012). Surviving Disruption. *Harvard Business Review*, 90(12), 56-64.

Wessell, M. (2016). How Big Data Is Changing Disruptive Innovation. Retrieved from <https://hbr.org/2016/01/how-big-data-is-changing-disruptive-innovation>

Week 3 Measuring value; Analysing digital innovations

Smith, J. B., & Colgate, M. (2007). Customer Value Creation: A Practical Framework,. *Journal of Marketing Theory and Practice*, 15(1), 7-23. doi:10.2753/MTP1069-6679150101

Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The Next Practice in Value Creation. *Journal of Interactive Marketing*, 18 3(5014).

Gallagher, J. (2014). *Zara: Fast Fashion from Savvy Systems* Information Systems: A Manager's Guide to Harnessing Technology (4th ed.). Boston: Gallagher. Retrieved from http://catalog.flatworldknowledge.com/bookhub/reader/28393?e=fwk-38086-ch01#fwk-38086-ch01_s01

Week 5 Digital customers; Social media and digital business

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68. doi:10.1016/j.bushor.2009.09.003

Week 6 Digital payments

Walker Sands. (2015). *Reinventing Retail: What Retailers Need to Know for 2015*. Chicago: Walker Sands. Retrieved from <http://www.walkersands.com/pdf/2015-future-of-retail.pdf>

OECD. (2014). *Consumer Policy Guidance on Mobile and Online Payments*. Paris: OECD. Retrieved from <http://www.oecd-ilibrary.org/docserver/download/5jz432c11ns7.pdf>

Week 7 The dark side: surveillance, privacy, cybercrime

Strand, C. (2015). Challenging confidence in cyber-security. *Computer Fraud & Security*, 2014(12), 12-15. doi:10.1016/S1361-3723(14)70556-1

Omand, D. (2015). The Dark Net: Policing the Internet's Underworld. *World Policy Journal*, 32(4), 75-82. doi:10.1177/0740277515623750

Week 8, Digital education: MOOCS, BYOD, etc.

Daniel, J. (2012). Making Sense of MOOCs: Musings in a Maze of Myth, Paradox and Possibility. *Journal of Interactive Media in Education*, 2012(3). Retrieved from <http://jime.open.ac.uk/articles/10.5334/2012-18/>

Mok, H. G. (2014). Teaching tip: The flipped classroom. *Journal of Information Systems Education*, 25(1), 7-11.

Week 9 The Internet of Things; Standards

Kompella, K. (2015). A Guide to the Internet of Things. *EContent*, 38(3), 30-31.

Thierer, A. (2015). The Internet of Things and Wearable Technology: Addressing Privacy and Security Concerns without Derailing Innovation. *Richmond Journal of Law and Technology*, 21(2). Retrieved from <http://jolt.richmond.edu/v21i2/article6.pdf>

Week 10 Crowdsourcing and Crowdfunding

Boudreau, K. J., & Lakhani, K. R. (2013). Using the Crowd as an Innovation Partner. *Harvard Business Review*, 91(4), 60-69.

Scholz, N. (2015). The Crowdfunding Phenomenon Relevance of Crowdfunding: The Impact on the Innovation Process of Small Entrepreneurial Firms (pp. 7-10). Wiesbaden: Springer Link.

Week 11 Managing digital business/digital service delivery

Peterson, M., Gröne, F., Kammer, K., & Kirscheneder, J. (2010). Multi-channel customer management: Delighting consumers, driving efficiency. *Journal of Direct, Data and Digital Marketing Practice*, 12(1), 10-15.

Week 12 New careers and the changing nature of work

Panel discussion

Week 13 The future: What is the next big thing?

Accenture. (2016). *Accenture Technology Vision 2016: People First: The Primacy of People in a Digital Age*. Dublin, Ireland: Accenture. Retrieved from https://www.accenture.com/t20160125T213325__w_/us-en/_acnmedia/Accenture/Omobono/TechnologyVision/pdf/Technology-Trends-Technology-Vision-2016.pdf

Edge, I. B. (2016). Top 10 Strategic Technology Trends for 2016. Retrieved from <http://www.itbusinessedge.com/slideshows/top-10-strategic-technology-trends-for-2016.html>