

# THE EDUCATION UNIVERSITY OF HONG KONG

## Course Outline

### Part I

|                              |   |
|------------------------------|---|
| <b>Programme Title</b>       | : Bachelor of Education (Honours) (Secondary) (Five-year Full-time); All undergraduate Programmes |
| <b>Programme QF Level</b>    | : 5   |
| <b>Course Title</b>          | : Technology in Business and Creativity   |
| <b>Course Code</b>           | : BUS4027   |
| <b>Department</b>            | : Social Sciences; Mathematics and Information Technology   |
| <b>Credit Points</b>         | : 3   |
| <b>Contact Hours</b>         | : 39  |
| <b>Pre-requisite(s)</b>      | : Nil   |
| <b>Medium of Instruction</b> | : English   |
| <b>Course Level</b>          | : 4   |

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### Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- **Professional Excellence;**
- **Ethical Responsibility; &**
- **Innovation.**

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

#### 1. Course Synopsis

The widespread use of technology around the world and innovation have contributed immensely to the growth of economy and the advancement of human well-being. This

course aims to examine the interrelationships between technology in business and creativity. Students are inspired to cultivate creativity and innovation with technology and develop business ideas and their applications as key platforms. They are challenged to uncover opportunities with the mindset of divergent and lateral thinking. Topics include a broad spectrum of technological advancement like e-Commerce, m-Payment, big data, artificial intelligence, virtual reality, augmented reality, crypto currency, FinTech and smart city. Business idea generation from technological advancement is also explored.

## 2. Course Intended Learning Outcomes (CILOs)

*Upon completion of this course, students will be able to:*

CILO<sub>1</sub>: Recognise the application and importance of information systems in business management.

CILO<sub>2</sub>: Explore how technological advancement is transformed into business opportunities.

CILO<sub>3</sub>: Explain the interrelationship and process of creativity, invention and innovation.

CILO<sub>4</sub>: Demonstrate the skills of developing business ideas and opportunities with the inspiration of technological innovation and advancement.

CILO<sub>5</sub>: Develop professional ethics and social responsibility towards technological advancement and application at both individual and organizational levels.

## 3. Content, CILOs and Teaching & Learning Activities

| Course Content   | CILOs                 | Suggested Teaching & Learning Activities                                    |
|--|-----------------------|---|
| Introduction to information systems, business decision support systems and expert systems. Changing from conventional business models to e-Business models.  | CILO <sub>1</sub>     | Lecture and group discussion  |
| Relationship between technology advancement and business opportunities, (e.g. m-Payment, artificial intelligence, big data, virtual reality, augmented reality, crypto currency, FinTech and smart city).          | CILO <sub>1,2</sub>   | Lecture, case studies and visit (e.g. Cyberport and Hong Kong Science Park) |
| Technique and process of creativity, invention and innovation (such as critical and creative thinking, lateral thinking, system thinking, brainstorming and mind map, thinking hats, concept maps, PMI, FIP, etc.) | CILO <sub>3,4</sub>   | Lecture, workshops and visit (e.g. Hong Kong Productivity Council)          |
| Discovery skills for converting creative ideas into business opportunities with technological advancement (including shaping innovative culture and managing product development process)                          | CILO <sub>3,4</sub>   | Lecture, case studies and talk (e.g. technology start-ups)                  |
| Professional ethics and social responsibility towards technological advancement: Computer security and privacy protection at   | CILO <sub>1,2,5</sub> | Lecture and talk (e.g. computer security experts)                           |

| Course Content   | CILOs | Suggested Teaching & Learning Activities |
|--|-------|--|
| both individual and organisational level in cyber world. |       |  |

#### 4. Assessment

| Assessment Tasks   | Weighting (%) | CILO                         |
|--|---------------|------------------------------|
| (a) Individual essay on the latest IT-enabled business practices/models and their significant impacts on business operations of an organization. (1000 - 1500 words) | 50%           | CILO <sub>1, 2,3,4,</sub>    |
| (b) Group project for developing a new business opportunity from a current and innovative technological advancement. (2000 - 2500 words)                             | 50%           | CILO <sub>1, 2, 3, 4,5</sub> |

#### 5. Required Text(s)

Baltzan, P. (2018). *Business driven technology*. (7<sup>th</sup> ed.). New York: McGraw Hill.

Brian, T. (2015). *Creativity and problem solving*. New York: American Management Association.

#### 6. Recommended Readings

Crawford, C.M. & Benedetto, C.A. (2015). *New products management* (11<sup>th</sup> ed.). New York: McGraw Hill.

Cros, F. (2018). *Innovation and society*. Hoboken, New Jersey: Wiley.

Crosswhite, D. & Sharzynski, P. (2014). *The innovator's field guide: Market tested methods & frameworks to help you meet your innovation challenges*. San Francisco, California: Jossey-Bass.

Hawkins, H. (2017). *Creativity*. New York: Routledge.

Jing, L. (2010). *Business and technology in China*. Santa Barbara: Abc-clio.

Kaufman, J.C. (2016). *Creativity 101*. Boston, Massachusetts: Credo Reference.

Kaufman, J.C. & Sternberg, R.J. (2010). *The Cambridge handbook of creativity*. New York: Cambridge University Press.

Kouns, J. & Minoli., D. (2010). *Information technology risk management in enterprise environments [electronic resource]: A review of industry practices and a practical guide to risk management teams*. Hoboken, New Jersey: John Wiley & Sons.

Laudon, K.& Laudon J. (2018). *Management information systems: Managing the digital firm* (15<sup>th</sup> ed.). Boston: Pearson.

Laudon, K. & Traver, C. (2013). *E-commerce 2014: Business, technology, society*. (10<sup>th</sup> ed.). Upper Saddle River, New Jersey: Pearson College Division.

Lee, I. (2014). *Trends in e-business, e-services, and e-commerce impacts of technology on goods, services, and business transactions*. Hershey: Business Science Reference.

Liu, S. (2013). *Innovation management in knowledge intensive business services in China*. Dordrecht: Springer.

Owen, R., Bessant, J. & Heintz, M. (2013). *Responsible innovation: Managing the responsible emergence of science and technology in society*. New Jersey: Wiley.

Sawyer, R.K. (2012). *Explaining creativity: the science of human creativity*. New York:

- Oxford University Press.
- Scobey, P. (2017). *Web programming and internet technologies: an e-commerce approach* (2<sup>nd</sup> ed.). Burlington, Massachusetts: Jones & Bartlett Learning.
- Sousa, K.J. & Oz, E. (2015). *Management information systems* (7<sup>th</sup> ed.). Stamford, CT: Cengage Learning.
- Trott, P. (2016). *Innovation management and new product development* (6<sup>th</sup> ed.). Boston: Pearson.
- Wasen, K. (2015). *Innovation management in robot society*. New York: Routledge.
- Wei, J. (2015). *Mobile electronic commerce: Foundations, development and applications*. Boca Raton, Florida: CRC Press.
- Yee, J.T. & Oh, S.C. (2013). *Technology integration to business focusing on RFID, interoperability, and sustainability for manufacturing, logistics and supply chain management*. London: Springer.
- 井底望天、武源文、趙國棟 (2018)：《區塊鏈與大數據：打造智慧經濟》，胡嘉璽譯，台北，上奇資訊股份有限公司。
- 馮鈺桢、陳勇安、邱閔渝 (2018)：《口袋裡的印鈔機：移動網路時代的求生手冊》（特別封面版），台北，布克文化有限公司。
- 羅蘭·李 (2017)：《電競產業的大未來》，台北，大是文化有限公司。
- 裴有恆、林祐祺 (2017)：《IoT 物聯網無限商機：產業概論 X 實務應用》，台北，碁資訊股份有限公司。

## 7. Related Web Resources

|                                 |   |
|---------------------------------|---|
| American Creativity Association | <a href="http://www.amcreativityassoc.org">http://www.amcreativityassoc.org</a> |
| E-Commerce Times                | <a href="http://www.ecommercetimes.com">http://www.ecommercetimes.com</a>       |
| ComputerWorldHK                 | <a href="http://www.cw.com.hk/resources">http://www.cw.com.hk/resources</a>     |
| Computerworld                   | <a href="http://www.Computerworld.com">http://www.Computerworld.com</a>         |
| EMarketer                       | <a href="http://www.EMarketer.com">http://www.EMarketer.com</a>                 |
| Internet Retailer               | <a href="http://www.internetretailer.com">http://www.internetretailer.com</a>   |

## 8. Related Journals

*Creativity Research Journal*  
*Creativity and Innovation Management*  
*ComputerWorldHK*  
*Electronic Commerce Research and Applications*  
*International Journal of Electronic Commerce*  
*International Journal of Electronic Marketing and Retailing*  
*International Journal of E-Business Research*  
*International Journal of Innovation, Creativity and Change*  
*Journal of Business and Technology*  
*Journal of Creativity and Business Innovation*  
*Journal of Electronic Commerce Research*  
*Journal of Global Business and Technology*  
*Journal of Internet Commerce*  
*Journal of Website Promotion*  
*MIS Quarterly*  
*Thinking Skills and Creativity*

## 9. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on

plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students* (<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>). Students should familiarize themselves with the Policy.

**10. Others**

Nil

Last update: 18-03-2019