

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

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

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 Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate 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:

CILO₁: Recognise the application and importance of information systems in business management.

CILO₂: Explore how technological advancement is transformed into business opportunities.

CILO₃: Explain the interrelationship and process of creativity, invention and innovation.

CILO₄: Demonstrate the skills of developing business ideas and opportunities with the inspiration of technological innovation and advancement.

CILO₅: 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 ₁	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 _{1,2}	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 _{3,4}	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 _{3,4}	Lecture, case studies and talk (e.g. technology start-ups)

Course Content	CILOs	Suggested Teaching & Learning Activities
Professional ethics and social responsibility towards technological advancement: Computer security and privacy protection at both individual and organisational level in cyber world.	<i>CILO_{1,2,5}</i>	Lecture and talk (e.g. computer security experts)

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%	<i>CILO_{1, 2,3,4,}</i>
(b) Group project for developing a new business opportunity from a current and innovative technological advancement. (2000 - 2500 words)	50%	<i>CILO_{1, 2, 3, 4,5}</i>

5. Required Text(s)

- Baltzan, P. (2018). *Business driven technology*. (7th 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* (11th 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* (15th ed.). Boston: Pearson.
- Laudon, K. & Traver, C. (2013). *E-commerce 2014: Business, technology, society*. (10th 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* (2nd ed.). Burlington, Massachusetts: Jones & Bartlett Learning.
- Sousa, K.J. & Oz, E. (2015). *Management information systems* (7th ed.). Stamford, CT: Cengage Learning.
- Trott, P. (2016). *Innovation management and new product development* (6th 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	http://www.amcreativityassoc.org
E-Commerce Times	http://www.ecommercetimes.com
ComputerWorldHK	http://www.cw.com.hk/resources
Computerworld	http://www.Computerworld.com
EMarketer	http://www.EMarketer.com
Internet Retailer	http://www.internetretailer.com

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 upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the Policy on Academic Honesty, Responsibility and Integrity (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

10. Others

Nil

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