Competitiveness through Technology and Innovation (Exec)

Module Code:	OIM7031-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	5
Seminar	40
Tutorials	8
Laboratory	12
Directed Study	135

Availability Periods

Occurrence	Location/Period
DIC	Dubai Knowledge Village / Full Year (Sept - Aug)
DIA	Dubai Knowledge Village / Full Year (Sept - Aug)
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims

To provide you with the understanding of contemporary issues surrounding technology and its effects upon the future of work.

Outline Syllabus

System Thinking; System Design, Design Thinking and Innovation; data, knowledge; Technological agility and responsiveness.Technology as business enabler and disrupter.

Innovative Business Models for the 21st Century The Global Supply Chain and Distributed Organisations. The Circular Economy and Reverse Logistics. The Digital Revolution. Project and Project Management; The Internet of Things. Automation and Synchronisation. Big Data, Data Analytics and Business Intelligence. Artificial Intelligence and Machine Learning. Augmented and Virtual Reality, Blockchain. Organisational Sustainability and Resilience.Data Security and Cybercrime.

Module Learning Outcomes

On successful completion of this module, students will be able to...

1   Critically evaluate the central role of technology and innovation within the business environment and how they impact upon business performance, competitiveness and sustainability

2   Apply techniques associated with data analytics to inform decisions and improve process across a range of organisational scenarios

3   Investigate and analyse current practice and innovations that impact upon businesses

4   Draw conclusions and develop effective solutions using information produced from advanced data analysis

Learning, Teaching and Assessment Strategy

Directed study by use of Study Books, pre-recorded lectures, talks and videos. Interaction though on-line discussion board, on-line multiple-choices questions and quizzes. The students also will be directed to further on-line activities and resources from the VLE. On-line interactive tutorials will be provided as a synchronous learning activity with the module leader or tutor.

Delivery for the Executive will be using flipped classroom to embed the learning and show its relevance in the workplace.

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings, video and audio resources) a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to additional resources. This relates to module learning outcome 1 & 2. In addition students attend a series of tutorial sessions. These sessions allow the students to reflect on their learning further applying key academic and practitioner based models and frameworks thereby gaining a detailed understanding. This relates to module learning outcomes 3 & 4. Students have the opportunity to complete a series of online MCQ exercises for each module unit studied. (MLOs 1 - 2) After completing the questions students receive instant feedback on their performance. In addition to this there is the option of completing 2 formative tasks. These tasks involve answering a question(s) on a key issue/theory relating to the module. Written feedback is provided by the module tutor. This relates to module learning outcomes: 3, 4 and 3. The individual assignment is designed to test students' this relates to module learning outcomes 1-4. The assignment allows students to gain an understanding of the

subject and explores a number of areas within the module by applying their learning to a real company.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Formative	Examination - MCQ	On-line Assessment	0-1000 words	%	No
Summative	Coursework	Assignment	0-4000 words	100%	Yes
Formative	Coursework	Optional Essay with feedback provided	0-1000 words	%	No

Legacy Code (if applicable)

Reading List

To view Reading List, please go to **rebus:list**.