

# FB6894: DIGITALIZATION AND TECHNOLOGY MANAGEMENT

---

## Effective Term

Semester B 2025/26

## Part I Course Overview

### Course Title

Digitalization and Technology Management

### Subject Code

FB - College of Business (FB)

### Course Number

6894

### Academic Unit

College of Business (CB)

### College/School

College of Business (CB)

### Course Duration

Non-standard Duration

### Other Course Duration

4 weeks (Intensive study): Pre-class online study (40 hours) + 5-day class meetings (40 hours) + Out-of-the-class work (80 hours)

### Credit Units

4

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This EMBA course explores the strategic management of digital technologies and their transformative impact on organizations. The curriculum delves into the key concepts, frameworks, and best practices for harnessing the power of digitalization to drive competitive advantage, operational efficiency, and business model innovation. Through a combination of case studies, interactive discussions, and hands-on exercises, participants will develop the essential skills to analyze the digital landscape, evaluate the implications of emerging technologies, and devise effective strategies for digital transformation.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze the digital landscape, including emerging technologies, industry trends, and their disruptive potential, to identify strategic opportunities and challenges for the organization.	x	x	x
2	Evaluate prospects of emerging technologies on business practices Evaluate the impact of digital technologies on the organization's operations, business model, and competitive positioning, and assess the readiness and capabilities required for successful digital transformation.	x	x	x
3	Develop business strategies for leveraging digital technologies to enhance operational efficiency, enable business model innovation, and drive sustainable competitive advantage in the digital era.	x	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Pre-class online study	Students will have some readings in advance to familiarize themselves with the course material and prepare for upcoming lectures or discussions.	1, 2, 3

2	Seminars	Students participate in interactive sessions led by experts or guest speakers, where they discuss and explore specific topics in-depth, sharing knowledge and engaging in critical analysis.	1, 2, 3	
3	Expert Sharing	Students are encouraged to join the sharing session conducted by experts to gain first-hand exposure to real-world practices, industry settings, and insights on corporate strategies.	1, 2, 3	
4	Group and Individual Projects	Students complete tasks or projects either individually or in groups, applying their knowledge and skills to demonstrate understanding and achieve specific learning objectives.	1, 2, 3	

**Assessment Tasks / Activities (ATs)**

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Individual Project/ Assignment	1, 2, 3	50	-	Yes
2	Group Project / Assignment	1, 2, 3	50	-	Yes

**Continuous Assessment (%)**

100

**Assessment Rubrics (AR)****Assessment Task**

1. Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

**Good**

(B+, B, B-) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

**Fair**

(C+, C, C-) The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/ conceptual framework and the contemporary context.

**Marginal**

(D) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

**Failure**

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

---

**Assessment Task**

2. Projects (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

**Good**

(B+, B, B-) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

**Fair**

(C+, C, C-) The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/ conceptual framework and the contemporary context.

**Marginal**

(D) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

**Failure**

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

---

**Assessment Task**

3. Essays (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

**Good**

(B+, B, B-) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

**Fair**

(C+, C, C-) The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/ conceptual framework and the contemporary context.

**Marginal**

(D) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

**Failure**

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

---

**Assessment Task**

1. Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context. Generalizes principles, models or practices to generate new insights and questions.

**Good**

(B+, B) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

**Marginal**

(B-, C+, C) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

**Failure**

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

---

**Assessment Task**

2. Projects (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.  
Generalizes principles, models or practices to generate new insights and questions.

**Good**

(B+, B) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

**Marginal**

(B-, C+, C) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

**Failure**

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

---

**Assessment Task**

3. Essays (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.  
Generalizes principles, models or practices to generate new insights and questions.

**Good**

(B+, B) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

**Marginal**

(B-, C+, C) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

**Failure**

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

---

## Part III Other Information

**Keyword Syllabus**

- Digital transformation
- Technology management
- Disruptive innovation
- Data-driven decision making
- Agile project management

- Digital business models
- Organizational change

### Reading List

#### Compulsory Readings

	Title
1	Granito, F. (2023). Digital transformation demystified. World Scientific.
2	Busulwa, R., & Evans, N. (2021). Digital transformation in accounting. Routledge. <a href="https://doi.org/10.4324/9780429344589">https://doi.org/10.4324/9780429344589</a>
3	Gbadamosi, A. (2024). Consumer behaviour and digital transformation. Routledge.
4	Machado, C., & Davim, J. P. (2024). Management for Digital Transformation (1st ed. 2024.). Springer International Publishing. <a href="https://doi.org/10.1007/978-3-031-42060-3">https://doi.org/10.1007/978-3-031-42060-3</a>
5	Monod, E., & Jiang, Y. (2023). Digital Transformation#: Organizational Challenges and Management Transformation Methods. (1st ed.). Information Age Publishing, Incorporated.
6	Gochermann, J. (2022). Technology management#: recognizing, evaluating and successfully using technologies. Springer.
7	Datta, P. M. (2022). Global technology management 4.0#: concepts and cases for managing in the 4th Industrial Revolution. Palgrave Macmillan.
8	Ismail, A., Nur Zulkipli, F., Jaafar, J., & Öchsner, A. (2023). Industrial Revolution in Knowledge Management and Technology (1st ed. 2023.). Springer Nature Switzerland. <a href="https://doi.org/10.1007/978-3-031-29265-1">https://doi.org/10.1007/978-3-031-29265-1</a>

#### Additional Readings

	Title
1	Nil