

FB6900P: ENTERPRISE DIGITAL TRANSFORMATION

Effective Term

Summer Term 2025

Part I Course Overview

Course Title

Enterprise Digital Transformation

Subject Code

FB - College of Business (FB)

Course Number

6900P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 2 days

Credit Units

1

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course delves into the strategic application of Management Information Systems (MIS) to drive enterprise digital transformation and manage organizational change. Designed for EMBA students, the curriculum emphasizes integrating MIS with corporate strategy to optimize resources, streamline processes, and foster innovation.

Digital transformation involves leveraging digital technologies to fundamentally change business operations and deliver value to customers. Participants will explore advanced topics such as digital transformation strategies, goal management, refined management practices, and the implementation of ERP systems and MIS. The course highlights the transformative impact of digital technologies on operational efficiency, enabling organizations to automate routine tasks, improve decision-making through data analytics, and enhance customer experiences.

Additionally, the course emphasizes cultivating a forward-thinking, agile organizational culture that can quickly adapt to changing market conditions and technological advancements. By integrating MIS with corporate strategy, students will learn to align technology initiatives with business goals, ensuring that digital transformation efforts drive tangible business outcomes. The course also covers best practices for managing organizational change, addressing the challenges and opportunities that arise during the digital transformation journey.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Develop a strategic understanding of MIS and digital transformation.		x		
2	Enhance critical thinking and problem-solving skills.			x	
3	Integrate MIS with corporate strategy for digital transformation.		x	x	x
4	Produce innovative digital transformation solutions.		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	Seminars and in-class discussions	Students are encouraged to think critically and logically in responding to questions and discussing issues of real-world examples.	1, 2, 3, 4	

2	Case assignments/project	Students work on case assignments/project as a group or independently. Students are required to understand critical issues in the case/project and conduct an independent analysis to develop their own solutions.	1, 2, 3, 4	
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Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class participation and discussion	1, 2, 3, 4	20	-	Yes
2	One individual assignment	1, 2, 3, 4	30	-	Yes
3	One group project	1, 2, 3, 4	50	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

class discussion (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate critical understanding of the course material

Excellent

(A+, A, A-) Outstanding

Good

(B+, B, B-) High

Fair

(C+, C, C-)Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

Individual assignment (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

CriterionAbility to apply theories introduced in class
Ability to resolve real-life issues.

Excellent

(A+, A, A-) Outstanding

Good

(B+, B, B-) High

Fair

(C+, C, C-) Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

Group project (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to present material in a logical manner and demonstrate the ability conduct an independent analysis to develop their own solutions.

Excellent

(A+, A, A-) Outstanding

Good

(B+, B, B-) High

Fair

(C+, C, C-) Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

class discussion (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate critical understanding of the course material

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Good

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Assessment Task

Individual assignment

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Part III Other Information

Keyword Syllabus

- Digital Transformation
- Change Management
- Enterprise Resource Planning (ERP)
- Process Reengineering
- Management Information Systems (MIS)

- Innovation
- Agile Transformation
- Data Analytics
- Cloud Computing
- Organizational Culture

Reading List

Compulsory Readings

Title	
1	Lecture notes, newspaper clippings, and academic articles