

IB9ZJ-15 Managing and Leading Digital Innovation

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Susanne Beck

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The development and spread of digital innovations demands new theoretical and practical approaches to the challenges of integrating technological and organizational change. Research shows that the spread and implementation of digital technology in business processes (within and between organisations) and through enterprise-wide and cross-enterprise systems integration are dependent on supporting processes of institutional and organizational change. Understanding these challenges therefore involves drawing on a range of theoretical contributions drawn from the social science of innovation which highlight the interplay between organizational processes and their social contexts. In particular, a focus on the creation and distribution of knowledge provides an integrating framework for these contributions.

[Module web page](#)

Module aims

The module will allow students to apply this theoretical framework to concrete examples of digital innovation in product, process and service arenas. Through participatory role-play exercises, case-studies and group activities, students will be able to show how a better understanding of the

social and technological dynamics of the innovation process can result in more effective management practice, and successful business outcomes. The module will also allow students to explore their leadership and decision-making style in relation to managing the complexity and emergence of digital innovation.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The development and spread of digital innovations demands new theoretical and practical approaches to the challenges of integrating technological and organizational change. Understanding these challenges therefore involves drawing on a range of theoretical contributions drawn from the social science of innovation, which highlight the interplay between processes of change and their social contexts. In this module, a focus on the creation and distribution of knowledge provides an integrating framework for these contributions. The module will allow students to apply a plurality of theoretical frameworks to concrete examples of digital innovation in product, process and service arenas. It will feature examples of research conducted by the IKON research centre at WBS as well as by scholars of the highest international standing. Through participatory exercises, case-studies and group activities, students will be able to develop a better understanding of the social and technological dynamics of the innovation process and skills for effective management practice, and successful business outcomes. Major topic areas include: "The New Organising Logic of Digital Innovation", "Managing knowledge in organizations", "Spanning knowledge boundaries in innovation processes", "Managing in the project-based organization", "Design thinking"

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate a comprehensive understanding of how knowledge can be managed for innovation and what barriers there are to this
- Demonstrate a comprehensive understanding of how innovation unfolds as an iterative process rather than along a linear pathway
- Demonstrate a comprehensive understanding of how networks and networking (within and across organisations) influence innovation processes
- Critically engage with the innovation and knowledge management literature
- Demonstrate decision-making skills in relation to digital innovation projects

Indicative reading list

[Reading lists can be found in Talis](#)

Research element

Students will be asked to develop their own manifesto. This will challenge them to engage in ongoing and personal research of academic and non academic sources as part of curation

practice throughout the duration of the module. Each week's workshop will invite students to engage in research and reading. The module is also built on a curated experience, with students being exposed to a range of researchers (academics and practitioners) who will be highlighting the value of research to practice.

Interdisciplinary

Students will be working within diverse groups, exploring the theme and topic of each week via discussion, and seeking out of diverse viewpoints, working with the interdisciplinary background of the cohort. The module itself builds on tools and methods such as design thinking, which allows students to explore innovation from a range of disciplines. The manifesto assessment will also allow students to reflect on their experiences and disciplinary backgrounds and connect their learning to their existing disciplinary and professional knowledge.

International

Students will be working with a range of cases and contexts. The sustainability content of the module in particular invites student co-creation of stories and cases of innovation from a range of countries and local contexts close to the cohort. Various speakers involved in the module also allow students to engage with a range of ideas that are not restricted just to the UK digital innovation landscape.

Subject specific skills

Analyse the process and outcomes of IT-based innovation processes through an appreciation of the social and organizational context .

Transferable skills

Written communication

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Practical classes	9 sessions of 2 hours (12%)
Private study	50 hours (33%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Self study is a combination of preparation and pre-reading for lectures

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A5

	Weighting	Study time	Eligible for self-certification
Assessment component			
3000 word essay	100%	72 hours	Yes (extension)
3000 words (consisting of 2000 words essay and 1000 words creative and reflective materials)			

Reassessment component is the same

Feedback on assessment

Course standard feedback sheet on each marked assignment plus feedback given to each group after their presentation.

Availability

Courses

This module is Core for:

- Year 1 of TIBS-G5N4 Postgraduate Taught Management of Information Systems and Digital Innovation