

WM9SG-15 Digital Innovation and Change Management

27/28

Department

WMG

Level

Taught Postgraduate Level

Module leader

Liping Zheng

Credit value

15

Module duration

4 weeks

Assessment

100% coursework

Study locations

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

Description

Introductory description

The exponential growth of digital transformation initiatives across all industries has created an urgent demand for specialised change management expertise that encompasses both innovation and transformation. Digital innovation and emerging technologies such as artificial intelligence are evolving rapidly, requiring organisations to simultaneously manage changes and foster innovation to remain competitive.

With emerging technologies such as artificial intelligence, automation, and data analytics evolving rapidly, organisations face unprecedented complexity in managing technological change whilst maintaining operational effectiveness and stakeholder engagement. Modern change leaders must navigate AI implementation challenges, data governance complexities, remote work transitions, agile transformation methodologies, and the human impact of digital disruption.

Individual competence in leading digital transformation is essential for contemporary managers and leaders, requiring both strategic thinking and practical expertise in digital change frameworks. This demands a resilient and adaptive mindset combined with skills in digital strategy formulation, stakeholder engagement in virtual environments, agile leadership approaches, and the integration of various technological and human elements within complex digital ecosystems. Developing a

critical mass of digitally-competent change leaders contributes significantly to organisational transformation capability and competitive advantage in the digital economy.

Module aims

This module provides students with an opportunity to understand digital transformation change and innovation – their drivers, risks, consequences and people's responses – whilst managing the interlinked processes of creativity, learning and critical thinking in the context of digital innovation and emerging technology adoption. More specifically, this module will equip students with the skills and strategies needed to manage and lead data and AI-driven transformations successfully, fostering the innovation capabilities required to drive competitive advantage through emerging technologies.

The ultimate aim is to enable students to achieve mastery through hands-on experience in digitally-enabled business simulation environments. Therefore, the models, methods, tools and techniques used in the management of digital innovation and change will be applied in that context, preparing participants to navigate the complexities of technology-driven organisational transformation.

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.

Introduction to Digital Innovation and Digital Change Management

- Drivers of Digital Change and Innovation: Internal and External Drivers
- Digital Innovation Processes: From Ideation to Implementation
- Traditional vs. Digital Change Management Models and Frameworks

Managing Human Responses to Digital Change and Innovation

- Leadership in Digital Innovation and Change
- Stakeholder Engagement in Technology-Driven Change

AI Implementation and Technology Innovation Cycle

Managing Innovation Resistance and Change Fatigue

Ethics and Sustainability in Digital Transformation and Innovation

Strategic Digital Change and Innovation Planning: Tools and Applications

Learning outcomes

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

- Critically analyse internal and external drivers of digital transformation and evaluate their implications for organisational change and innovation

- Evaluate and integrate established change management theories and models with contemporary digital innovation frameworks to address technology-driven organisational challenges
- Apply leadership and engagement strategies to manage human responses to digital change, technology adoption and resistance
- Critically reflect on the application of change management and innovation frameworks to digital transformation challenges and evaluate personal effectiveness in managing change

Indicative reading list

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

Interdisciplinary

This module explores the impact of technology advancement on digital innovation and change management.

International

Topics are of high international demand

Subject specific skills

change management, people management, stakeholder engagement, responding to adversity, systems thinking, change leadership skills, emotional intelligence, planning & organising

Transferable skills

Communication (including intercultural communication), collaborative problem analysis and decision-making, creativity, critical thinking, innovation, negotiation, motivation, transformational leadership, project management, adaptability, resilience, self-management, learning-by-doing, persuasion and influencing

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	20 sessions of 1 hour (13%)
Online learning (independent)	30 sessions of 1 hour (20%)
Total	150 hours

Type	Required
Private study	30 hours (20%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

Private study will include preparing for lectures and seminars, reviewing lecture notes, and engaging with required readings and multimedia resources.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Digital Innovation and Change Management Simulation	30%	18 hours	No
Students will participate in a live digital transformation simulation exercise in teams, then deliver a group presentation demonstrating the analysis and key findings. Peer Marking Process will be adopted in this assessment			
Reassessment component			
Digital Innovation and Change Management Strategy Planning			No
Individual presentation demonstrating theoretical framework integration into organisational digital innovation and change management.			
Assessment component			

	Weighting	Study time	Eligible for self-certification
Digital Innovation and Change Management Reflection	20%	12 hours	No
Critically reflect on the application of change management and innovation frameworks to digital transformation challenges based on your simulation experience, evaluating your personal effectiveness and key learnings.			
Reassessment component			
Digital Transformation Case Study			No
Write a short essay on a provided digital transformation case study, analysing framework application, decision-making effectiveness, and personal learning about managing digital change			
Assessment component			
Strategic Digital Transformation and Innovation Change Plan	50%	30 hours	Yes (extension)
Develop a strategic digital transformation plan that analyses change drivers and their implications and proposes leadership strategies for managing human responses to digital change.			
Reassessment component			
Strategic Digital Transformation and Innovation Change Plan			No
Develop a strategic digital transformation plan that analyses change drivers and their implications and proposes leadership strategies for managing human responses to digital change.			

Feedback on assessment

Verbal feedback will be provided for the group assessment. Written feedback will be provided for the individual assignment.

Availability

Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)