

Course Outline (Higher Education)

School:	Federation Business School
Course Title:	DIGITAL INNOVATION AND CHANGE
Course ID:	BUENT3736
Credit Points:	15.00
Prerequisite(s):	BUMGT1501 (Management Principles)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080307

Description of the Course:

Nowadays, increasing competitive pressures due to evolving customer behaviours are driving rapid change in organisations. Through digital innovation, organisations are applying new technologies to existing business models in order to deliver innovative solutions to customers. At its core, digital innovation is the application of new technologies to existing business problems and practices. Organisations that proactively embrace digital innovation will lead the way. Hence, the course aims to equip students with an understanding of digital innovation and the role of digital innovation and digital technologies in bringing organisational change. Further, as part of this course, students will be trained in the use of Artificial Intelligence (AI) to innovate digitally by completing IBM's AI practitioners' course and will also earn an IBM badge.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

On successful completion of the course the students are expected to be able to:

Knowledge:

- K1.** Develop an understanding of the concept of digital innovation
- K2.** Understand the importance of promoting the culture of digital innovation
- K3.** Understand how digital tools can help organisations to change and promote a culture of digital innovation
- K4.** Develop an understanding of methodologies, processes and tools to innovate digitally

Skills:

- S1.** Create an environment to enable a culture of digital innovation
- S2.** Integrate change through the use of digital tools
- S3.** Present to senior management and clients to advocate solutions based on digital innovation

Application of knowledge and skills:

- A1.** Prepare the organisation for digital success by harnessing organisational change
- A2.** Design innovative digital solutions to industry problems through the application of AI

Course Content:

Topics may include:

- Openness to innovation and developing culture of digital innovation
- Organisational culture and change management
- Change in the digital age
- Accelerating cultural change through digital tools
- Managing cultural change in a technology set-up
- Future of digital tools in change management
- Agile development and production
- Artificial Intelligence (AI) for innovation

Values:

- V1.** Appreciate the importance of digital innovation
- V2.** Appreciate the importance of a culture that promotes digital innovation
- V3.** Appreciate the role of digital technologies in cultural change and in promoting the culture of digital innovation
- V4.** Understand the difference between digital innovation and digitisation

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K2, K3, K4, S1, S2, A1, A2	AT1, AT2, AT3, AT4
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K3, K4, S2, A1, A2	AT3
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	S2, S3, A1	AT3
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S1, S2, S3	AT1, AT3, AT4
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	S1, S2, S3, A1, A2	AT3

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, S1	Research-based assignment	Individual Assignment	10%-20%
K3, K4, A2	MCQs based quiz by IBM	Individual Quiz	10%-15%
K4, S2, S3, A1, A2	IBM project and presentation	Group Assignment	30%-40%
K1, K2, K3, K4, S1, S2, A1	Test/final assessment	Final Summative Assessment	30%-40%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)