Subject Code	MM6413
Subject Title	Management and Marketing in the Digital World
Credit Value	3
Level	6
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	The subject will focus on the latest business applications of information technology (IT)—e.g., AI, Blockchain, and Big Data—and the related research in the management and marketing fields. Knowledge gained in this subject will enhance executives' understanding of the digital economy and how it is transforming business strategies. This subject contributes to the achievement of the DFinTech program outcomes by enabling students to comprehend the implications of some specific fintech disruptions and trends (Outcome 2).
Intended Learning Outcomes	Upon completion of the subject, students will understand: a. the value of IT to the marketing and management fields; b. managerial & strategic issues related to business applications of IT c. AI, blockchain, big data & business analytics d. high-tech innovation and entrepreneurship e. digital marketing and e-commerce
Subject Synopsis/ Indicative Syllabus	Module 1. Predicting the Future: Crowd Wisdom & Big Data We demonstrate new approaches of prediction—Big Data and Crowd Wisdom—in financial innovations and other fields. Related research / a guest seminar will be employed with examples of utilizing big data in the finance and other field. Module 2. Digital Transformation & BlockChain We discuss the role of IT in transforming business models. Related research / a guest seminar will be employed with examples of BlockChain in transforming business operations. Module 3. Digital Marketing and AI Digital marketing research will be discussed with a focus again on data analytics and its impacts on consumers' decision making at different stops of their digital journey both online & offline. Module 4. High-tech Innovation Management: Platforms & Users We provide insights into the platform (ecosystem) strategies that are essential to most of the IT/E-commerce applications. Research on digital entrepreneurship will be shared and discussed.
Teaching/Learning Methodology	There will be a mix of seminars, team presentations, and discussions in this course. Recent developments and research in the area of business information systems will be reviewed during seminars. Participants are required to produce a tentative exploratory research plan on a self-selected topic. Participants will have the flexibility to tailor the research plan to his/her personal interest.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a.	b.	c.	d.	e.
	Continuous Assessment*	**100%**					
	1. Class Participation/Discussion	20%	✓	✓	✓	✓	✓
	2. Group Assignment – 1st review	20%	✓	✓	✓	✓	✓
	3. Individual Assignment – 2nd review	20%	✓	✓	✓	✓	✓
	4. Individual assessment – final assessment	40%	✓	✓	✓	✓	✓
	Total	100 %					

*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Readings are assigned to course participants. They are required to critique these articles and prepare for discussion. Student teams also need to make presentations in class and exchange views regarding conceptual, methodological and managerial issues. The final assessment is introduced to assess whether participants are able to integrate what they have learned, and more importantly, generate research ideas of both academic and business significance.

Student Study Effort Expected	Class contact:	
	▪ Lectures	30 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	30 Hrs.
	▪ Preparation for assignment / presentation / final assessment	60 Hrs.
	Total student study effort	120 Hrs.

Reading List and References	Publications
	MIS Quarterly *Information Systems Research* *Journal of Management Information Systems* *Management Science* *Journal of Marketing Research* *IEEE Transactions on Engineering Management* *Harvard Business Review* *Sloan Management Review* *The Economists*

	Communications of the ACM

July 2023