

<b>Subject Code</b>	COMP5704
<b>Subject Title</b>	International Digital Leadership Forum (Study Tour)
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	The objective of this subject is to provide a forum for students to have a comprehensive review of concepts and frameworks related to digital leadership. This subject will enable students to know how digital strategies are implemented in overseas companies such as in US, Europe, Asia or other places.
<b>Intended Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a) Understand what capabilities are needed to be successful in the digital economy</li> <li>b) Select and build digital experiments and projects</li> <li>c) Design and formulate digital business models with innovations</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>Outline Syllabus and Activities</p> <p><i>Tentative Visit Schedule</i></p> <p>A) Lecture/Seminar</p> <p>Day 1</p> <ul style="list-style-type: none"> <li>• Current challenges and opportunities for digital leaders</li> <li>• Building a business case for digital projects/services</li> </ul> <p>Day 2</p> <ul style="list-style-type: none"> <li>• Key aspects in enterprise-wide Big Data, cloud, social, IoT and mobile applications</li> <li>• Digital disruptions and new opportunities</li> <li>• Empowering creative individuals and teams: how to cultivate a digital mind-set</li> </ul> <p>B) Company Visits</p> <p>Day 3,4</p> <ul style="list-style-type: none"> <li>• Company Visits</li> </ul> <p>Day 5</p>

	<ul style="list-style-type: none"> <li>Final Discussion</li> </ul> <p>C) Concluding seminar</p> <ul style="list-style-type: none"> <li>Day 6 (Seminar and Presentation of Reports to be held back at the PolyU)</li> </ul>																																																				
<b>Teaching/Learning Methodology</b>	<p>Students will participate in a study trip to a partner university in Europe, USA or other overseas regions. Lectures and seminars to provide the concepts and practice frameworks related to digital leadership will be delivered by academics from the partner university and leading industrialists in that region. In depth visits to leading companies renowned in digital projects or services will be organized. Discussion sessions with senior staff will be arranged and best practices to enhance knowledge exchange.</p> <p>Presentations of reports by candidates to the whole class also allow exchange of ideas.</p>																																																				
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="7">Intended Learning Outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th></th> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1. Individual report</td> <td>30%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Case study</td> <td>30%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. Group report</td> <td>40%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="7"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The assessment tasks/methods and weightings are based on the <i>Dissertation Handbook for Postgraduate Schemes</i> published by the University.</p>	Specific assessment methods/tasks	% weighting	Intended Learning Outcomes to be assessed (Please tick as appropriate)							a	b	c					1. Individual report	30%	√	√						2. Case study	30%	√	√						3. Group report	40%	√	√	√					Total	100 %							
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**Reading List and  
References**

Sofie Sandell (2013) *Digital Leadership: How Creativity in Business Can Propel Your Brand and Boost Your Results*, FastPrint Publishing.

Erik Qualman (2011) *Digital Leader: 5 Simple Keys to Success and Influence*, McGraw-Hill.