NANYANG INSTITUTE OF MANAGEMENT 南洋管理学院

Module Synopses

Postgraduate Diploma in Digital and Social Innovation Management

Awarded by Nanyang Institute of Management

Total numbers of Modules - 12

Module & Description	Hours	Credits
1. Business Model Innovation Explores the key components of contemporary business models and their role in shaping competitive advantage. The module examines the disruptive potential of innovative approaches, with a focus on digital markets and emerging industries. Students will gain the skills to design new business models, critically evaluate real-world transformations, and understand how innovative strategies can drive sustainable growth and organizational success.	45	15
2. Creativity and Innovation Management Introduces the distinction between creativity and innovation while exploring techniques to foster creative thinking within organisations. The module equips students to manage the implementation of innovative ideas and to lead cross-functional teams effectively. Emphasis is placed on building environments that encourage creativity and translating novel concepts into practical outcomes that deliver organisational value.	45	15
3. Finance and Innovation Strategy Focuses on the integration of financial decision-making with innovation planning and execution. Students will learn to apply financial tools to evaluate and support innovation initiatives, analyse investment strategies, and align funding decisions with broader organisational goals. The module also develops the ability to assess the return on investment (ROI) of innovation projects, ensuring resources are effectively channelled towards sustainable growth and competitive advantage.	45	15
4. Platform and Digital Strategy Explores the economics of platform-based business models and their transformative role in digital markets. The module examines strategies for platform growth, governance, and sustainability while developing students' ability to craft effective digital business strategies. Through analysis of successful digital ecosystems, students will gain insight into how platforms generate value, foster innovation, and shape competitive advantage.	45	15

Module & Description	Hours	Credits
5. Relational and Open Innovation Examines how organisations create value through collaboration, partnerships, and knowledge-sharing. The module explores open innovation models and their applications, equipping students to design effective collaborative networks that drive creativity and competitiveness. Attention is also given to identifying and managing the risks associated with open innovation practices, enabling organisations to leverage external insights while safeguarding strategic interests.	45	15
6. Entrepreneurship and Innovation Ecosystems Examines the structures and dynamics that enable entrepreneurial activity and innovation. The module identifies the key components of effective ecosystems, including stakeholders, resources, and institutions, while equipping students to design initiatives that strengthen innovation environments. Students will also analyse the influence of policy and regulatory frameworks, gaining insights into how ecosystems can be shaped to support sustainable entrepreneurship and economic growth.	45	15
7. Research Thinking and Epistemology Introduces the philosophical foundations of research by examining major epistemological paradigms and their implications. Students will critically reflect on underlying assumptions, apply theoretical frameworks to the study of innovation, and explore how different perspectives shape the production of knowledge. The module also highlights the role of researchers as active contributors to knowledge creation within academic and practical contexts.	45	15
8. Advanced Research Methods Equips students with the skills to design and implement rigorous research in innovation contexts. The module covers both quantitative and qualitative approaches, with an emphasis on developing robust mixed-methods research proposals. Students will learn to interpret findings critically, apply appropriate methodologies, and uphold high ethical standards in the research process.	45	15
9. Thesis Preparation Workshop Provides practical guidance for planning and developing a successful postgraduate thesis. Students will learn to formulate clear research objectives, structure their work effectively, and apply advanced academic writing conventions. The module also builds confidence in presenting and defending ideas, equipping students to respond constructively to feedback and critique.	45	15

Module & Description	Hours	Credits
10. Strategic Innovation Leadership Develops students' capabilities to lead innovation within organisations. The module explores leadership models and their application in innovation contexts, guiding students to drive strategy development, navigate organisational change, and foster a culture that inspires creativity and collaboration across teams.	45	15
11. Digital Business Strategy Focuses on integrating digital technologies into organisational strategy to drive transformation and value creation. Students will evaluate the impacts of digitalisation, develop actionable roadmaps, implement technology-aligned strategies, and benchmark digital maturity to ensure sustainable and competitive growth in dynamic markets.	45	15
12. Innovation Systems and Networks Examines the structures and dynamics that underpin innovation at national, regional, and organisational levels. Students will learn to map innovation systems, analyse the role of institutions, identify key stakeholders, and develop frameworks to enhance systemic innovation capacity and collaboration across networks.	45	15