



北京大學
汇丰商学院

Peking University HSBC Business School

Technology, Communication and Innovation 5, 2017

Course Information

Instructor: LIU Yang

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Office Hour: 8:00-9:00 am, Monday/Thursday

Teaching Assistant:

Phone:

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Classes:

Lectures: 9:00-12:00 am, Monday/Thursday

Venue: PHBS Building, Room 331

Course Website:

If any.

1. Course Description

1.1 Context

Course overview:

This course aims to illustrate the map of technology and society in terms of theory and experience. Classical theories and relevant cases will be introduced and discussed. In this course, students are expected to be familiar with basic issues in technology and society studies and critically analyse new cases in this field.

1.2 Textbooks and Reading Materials

MacKenzie, D., & Wajcman, J. (1996). *The Social Shaping of Technology*. London, McGraw Hill Education / Open University.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective	1.1. Our students will produce quality business and research-oriented documents.	Final paper

communicators.	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Presentation
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	class discussion
	2.2. Students will be able to apply leadership theories and related skills.	Presentation
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Final paper
	3.2. Our students will practice ethics in the duration of the program.	Final paper
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	presentation
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Final paper
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Final paper
	5.3. Our students will demonstrate competency in critical thinking.	Final paper & class discussion

2.2 Course specific objectives

2.3 Assessment/Grading Details

group presentation of cases (20) +class discussion (15) +presentation of the paper draft (15) +final paper (50)

the case presented in the class should be relevant to technology, and it might be assigned by the lecturer or based on the discussion of group members.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Session	Date	Subject
1	Sep.10	Introduction
2	Sep.13	technology determinism and technological society
3	Sep.17	Social shaping of technology
u	Sep.20	Technological process and technology materialism
5	Oct.8	Elaboration of technological materialism
6	Oct.11	History as methodology of STS
7	Oct.15	Emotion as the reference point of STS
8	Oct.18	Space and body
9	Oct.22	Platform society and audience labour
10	Oct.25	Globalization and network society
11	Oct.29	Paper Draft Presentation (1/2)
12	Nov.1	Paper Draft Presentation (2/2)