

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester A 2020/21**

---

---

**Part I Course Overview**

<b>Course Title:</b>	Business Innovations in Asia: Field Study 1
<b>Course Code:</b>	FB6801
<b>Course Duration:</b>	4 weeks (Intensive study): Pre-tour online study (40 hrs) + 5-day field study (40 hrs) + Out-of-the-field-study work (80 hrs)
<b>Credit Units:</b>	4
<b>Level:</b>	P6
<b>Proposed Area:</b> <i>(for GE courses only)</i>	<input type="checkbox"/> Arts and Humanities <input type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	Nil
<b>Precursors:</b> <i>(Course Code and Title)</i>	Nil
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	Nil
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	Nil

## Part II Course Details

### 1. Abstract

(A 150-word description about the course)

This field study aims to provide participants with an opportunity to conduct benchmarking studies to examine the critical success factors of selected organizations in a selected region. Participants will have the opportunity to interview senior executives of the organizations, evaluating their business environments, people management styles, operational process and challenges in developing business innovation.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyse innovation environments of the selected organizations and the selected region.		✓	✓	✓
2.	Evaluate opportunities and challenges of innovation management of the selected organizations and the selected region.		✓	✓	✓
3.	Create strategic plans on innovation business in the selected region.		✓	✓	✓
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

<sup>#</sup> Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1	Pre-class Online Study	✓	✓	✓	
2	Seminars	✓	✓	✓	
3	Expert Sharing	✓	✓	✓	
4	Group and Individual Projects	✓	✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: <b><u>100%</u></b>					
Individual Project/Assignment	✓	✓	✓	50%	
Group Project/ Assignment	✓	✓	✓	50%	
Examination: ____ (duration: _____, if applicable)					

\* The weightings should add up to 100%.

100%
------

## 5. Assessment Rubrics

*(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)*

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Individual Project/ Assignment  Group Project/ Assignment	Integration and application of knowledge to formulate strategic plans and provide solutions to simulate real business situations.	Demonstrate well-thought strategic thinking in formulating plans and providing solutions.	Demonstrate slightly well-thought strategic thinking in formulating plans and providing solutions.	Demonstrate some degree of strategic thinking in formulating plans and providing solutions.	Demonstrate a small degree of strategic thinking in formulating plans and providing solutions.	Demonstrate no strategic thinking in formulating plans and providing solutions.

### **Part III Other Information** (more details can be provided separately in the teaching plan)

#### **1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

- Issues on Innovation Management
- Strategic Problem Solving
- Organizational Environments for Innovation

#### **2. Reading List**

##### **2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

##### **2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

- Schilling (2020). Strategic Management of Technological Innovation. Wiley.
- Kerzner (2019). Innovation Project Management: Methods, Case Studies, and Tools for Managing Innovation Projects. Wiley.
- Tidd & Bessant (2018). Managing Innovation: Integrating Technological, Market and Organizational Change. Wiley.