

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2024/25**

Part I Course Overview

Course Title: Innovation and Entrepreneurship Management

Course Code: FB6816P

Course Duration: 5 to 7 days

Credit Units: 3

Level: P6

Medium of Instruction: Putonghua

Medium of Assessment: Chinese

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

Through the collaboration with an overseas leading institution associated with the College of Business, students will be exposed to the latest development of business knowledge and practices in a global environment, and to learn about the role of business in a global environment from a managerial and organizational perspective.

Students will have the opportunity to visit and interact with senior management of selected businesses, corporations, and organizations at the host country. They will be exposed to problems/opportunities associated with various forms of international business, and management strategies of global organizations.

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	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Understand strategic problems in a global environment		√	√	
2.	Identify business opportunities in a global environment		√	√	√
3.	Enhance organizational and managerial competence		√	√	√
		100%			

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 real-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. Learning and Teaching Activities (LTAs)

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

LTA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
Seminar	Seminars on current business issues.	√	√	√	
Class Participation	Case studies and in-depth class discussions will be conducted to help students think critically and debate on relevant topics.	√	√	√	
Company visits	Visiting various industries in host country and meeting with respective senior management to widen participants' business exposure and network.	√	√	√	

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: <u>100%</u>								
Seminars and in-class discussion	√	√	√					Assessed on a Pass/Fail basis
Participation	√	√	√					
Examination: _____% (duration: _____, if applicable)							100%	

5. Assessment Rubrics

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

Assessment Task	Criterion	Pass	Fail
Pre-reading, In-class discussion, company visits, and exercises (if any)	Ability to contribute in discussion and class activities	<ul style="list-style-type: none">• Listening attentively in all sessions• Actively participate in all discussion, exercises and company visits	<ul style="list-style-type: none">• Participate in few discussion and exercises or does not participate

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.)

China and the World, Creativity and Innovation, Competitive Strategy, Global Business Opportunity

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.)

Nil

2.2 Additional Readings

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

Nil