

FB6858P: STRATEGIC TRANSFORMATION AND CORPORATE ENTREPRENEURSHIP

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Strategic Transformation and Corporate Entrepreneurship

Subject Code

FB - College of Business (FB)

Course Number

6858P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 2 days

Credit Units

1

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

Organizations and their leaders are "attacked" by the increasingly dynamic forces which are largely derived from environmental changes occurring at ever faster rates. As a result, the transformation of organizational structures and business practices has become arguably the most pervasive issue with which strategic leaders have to contend. This course will first develop a holistic framework that may enhance your understanding of strategic transformation contexts and processes. We further introduce corporate entrepreneurship, which refers to the practice of entrepreneurship within existing organizations as transformation - a transformation that is strategic, continuous and sustainable. Students will study the corporate entrepreneurial models from real examples in China and beyond.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the environmental forces that can drive the strategic transformation in today's organizations.		x	x	x
2	Understand the strategic transformation processes that include different levels and various dimensions.		x	x	x
3	Compare the corporate entrepreneurship models that have been developed and adopted by organizations.		x	x	x

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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	The instructor will introduce the contexts and processes of strategic transformations as well as the concepts and models of corporate entrepreneurship.	1, 2, 3

2	Class Participation	Through in-class exercises the participants will learn how to use the strategic transformation frameworks and corporate entrepreneurship models.	1, 2, 3	
3	Assignment/ Presentation	Individual essays will be assigned to let students apply the logics, tools, and frameworks learned in class in their own businesses.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation	1, 2, 3	30
2	Group Work	1, 2, 3	35
3	Individual Assignment	1, 2, 3	35

Continuous Assessment (%)

100

Additional Information for ATs

Individual lecturers will specify the assessment tasks according to the nature of subject and participants' learning needs.

Assessment Rubrics (AR)**Assessment Task**

1. Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of class participation through punctual and nearly full attendance, active engagement in class discussions, and careful preparation for class activities.

Good

(B+, B, B-) Adequate evidence of class participation through punctual attendance, active engagement in class discussions, and careful preparation for class activities.

Fair

(C+, C, C-) Some evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.

Marginal

(D) Marginal evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.

Failure

(F) Little or no evidence of class participation.

Assessment Task

2. Group/ Individual Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.

Good

(B+, B, B-) Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.

Fair

(C+, C, C-) Some evidence of good grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.

Marginal

(D) Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.

Failure

(F) Little or no evidence of understanding of subject matter.

Assessment Task

1. Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of class participation through punctual and nearly full attendance, active engagement in class discussions, and careful preparation for class activities.

Good

(B+, B) Adequate evidence of class participation through punctual attendance, active engagement in class discussions, and careful preparation for class activities.

Marginal

(B-, C+, C) Marginal evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.

Failure

(F) Little or no evidence of class participation.

Assessment Task

2. Group/ Individual Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.

Good

(B+, B) Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.

Marginal

(B-, C+, C) Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.

Failure

(F) Little or no evidence of understanding of subject matter.

Part III Other Information

Keyword Syllabus

Strategic transformation; Organizational change; Organizational learning; Organizational communication; Strategic leadership; Corporate entrepreneurship; Entrepreneurial mindset etc.

Reading List

Compulsory Readings

Title	
1	Readings and handouts will be assigned by the course instructor covering a specific subject/field.

Additional Readings

Title	
1	Readings and handouts will be assigned by the course instructor covering a specific subject/field.