

FB6875P: STRATEGIC MANAGEMENT AND INNOVATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Strategic Management and Innovation

Subject Code

FB - College of Business (FB)

Course Number

6875P

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

This course will combine the latest research results of strategic management to provide senior leaders and managers with a knowledge system of political science, economics and strategic management to enhance environmental awareness, strategic choice, and implementation, and inspire students to learn from politics, society and Thinking about the strategic direction, innovation path and direction choice of enterprise development in the new era from three perspectives of technology. The course covers the bottom-level evolution analysis of political economy for the current Chinese political and economic environment, sociology's focus judgment on the current changes in China's social environment, and the identification of current innovation opportunities by strategic management, and so on. The content of the lecture covers not only the "keeping integrity" based on the analysis of the current environment, but also the "surprising" driven by user needs with digital thinking, and ultimately the "butterfly transformation" into a great company with "the good without boundaries". On the basis of in-depth analysis of various cases, the students will master the basic common sense of strategic management to realize the sustainable development of the enterprise, adapt to and lead the course goals of the new era.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Get familiar with the analysis framework, use it to judge China's political and economic environment, and organise response strategies.	25	x	x	x
2 Get insights into the key points of a company's transformation strategy (three mechanisms, four dimensions), and be able to use the learned framework and model to analyse his/her own enterprise(s) or enterprise(s) in the trade.	25	x	x	x
3 Grasp the three perspectives of identifying innovation opportunities, understand the nature of competition represented by Internet Thinking, and master the CMB model of digital innovation	25	x	x	x
4 Identify the "misunderstandings" and "traps" of development effectively and fully understand the connotation of "the good has no boundaries". Explore effective paths for the healthy and sustainable development of enterprises.	25	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	Provide students with guidance on their readings. Help them to discover and acquire knowledge in strategic thinking and innovation.	1, 2, 3, 4	4-5
2	Case Study (individual contribution)	Discuss current cases.	2, 3, 4	1-2
3	Group Discussion	Formulate teams to work on the case	2, 3, 4	1-2
4	Quiz	Provide students an opportunity of knowledge test so that they know their progress. The in-class quiz also provides data for lecturer to adjust content, pace and rhythm of the class.	1, 2, 3, 4	
5	Homework	Individual homework on describing the environment, the strategy, and the innovation	3, 4	1

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Case Discussion (individual contribution)	1, 2, 3, 4	15
2	Group Discussion	2, 3, 4	15
3	Quiz	1, 2, 3, 4	30
4	Homework	3, 4	40

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Case Discussion (individual contribution) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Excellent understanding of key issues and problems; excellent application of subject matter (concepts, models and principles of strategic management) to issues and cases; able to analyze synthesize and/or interpret as appropriate; strong evidence of original, innovative and/or integrative thinking; able to develop and communicate compelling arguments by using supporting evidence and/or logic very effectively.

Good

(B+, B, B-) Good understanding of key issues and problems; good application of subject matter to issues and cases; able to analyze synthesize and/or interpret as appropriate; evidence of original, innovative and/or integrative thinking; able to develop and communicate convincing arguments by using relevant evidence and/or logic.

Fair

(C+, C, C-) Able to understand and address basic strategic management issues by applying relevant subject matter, evidence and logic; Able to formulate and communicate basic insights, viewpoints, and suggestions/recommendations.

Marginal

(D) Marginal ability to understand and address basic strategic management issues by applying relevant subject matter, evidence and logic.

Failure

(F) Unable to address even the issues and problems that merely require the application of appropriate subject matter and relevant evidence.

Assessment Task

Group Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

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(A+, A, A-) Excellent understanding of key issues and problems; excellent application of subject matter (concepts, models and principles of strategic management) to issues and cases; able to analyze synthesize and/or interpret as appropriate; strong evidence of original, innovative and/or integrative thinking; able to develop and communicate compelling arguments by using supporting evidence and/or logic very effectively.

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Assessment Task

Quiz (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

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Assessment Task

Assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

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Assessment Task

Case Discussion (individual contribution) (for students admitted from Semester A 2022/23 to Summer Term 2024)

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Part III Other Information**Keyword Syllabus**

New Era; Politics; Society; Technology; core competitiveness; Embrace new technology; digital innovation; boundless; responsible business

Reading List**Compulsory Readings**

	Title
1	Everett M. Rogers "The Diffusion of Innovation"
2	Jeffrey Moore, "Crossing the Chasm"
3	Clayton Christensen "The Innovator's Dilemma"
4	Ron Adner "The Wide Lens"
5	Alfred D. Chandler Jr. "Scale and Scope: The Motive Force of Industrial Capitalism"
6	Nonaka, Ikujiro & Takeuchi, Hirotaka The knowledge creating company
7	Edith Penrose "The Theory of the Growth of the Firm"

Additional Readings

	Title
1	Will distribute to students in class