**City University of Hong Kong**
**Course Syllabus**


**offered by College of Business**
**with effect from Semester A 2022/2023**

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## Part I    Course Overview


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|---|---|
| **Course Title:** | Strategic Innovation Management |
| **Course Code:** | FB6892 |
| **Course Duration:** | 4 weeks (Intensive study): Pre-class online study (40 hrs) + Intensive class meeting (40 hrs in 5 days) + Out-of-the-class work (80 hrs) |
| **Credit Units:** | 4 |
| **Level:** | P6 |
| **Medium of Instruction:** | English |
| **Medium of Assessment:** | English |
| **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**

This course aims to equip students with the ability to analyse organizational factors to support business innovation, to evaluate how people management and leadership styles affect business innovation, and to create new strategies to lead 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 | Weighting (if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|---|---|---|---|---|---|
| | | | *A1* | *A2* | *A3* |
| 1. | Analyse organizational factors to support business innovation | | ✓ | ✓ | ✓ |
| 2. | Evaluate how people management and leadership styles affect business innovation. | | ✓ | ✓ | ✓ |
| 3. | Create new strategies to lead business innovation | | ✓ | ✓ | ✓ |
| | | 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 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. 1 | 2 | 3 | Hours/week (if applicable) |
|:---:|---|:---:|:---:|:---:|:---:|
| 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. 1 | 2 | 3 | Weighting | Remarks |
|---|:---:|:---:|:---:|:---:|:---:|
| Continuous Assessment: **100%** | | | | | |
| Individual Project/Assignment | ✓ | ✓ | ✓ | 50% | |
| Group Project/ Assignment | ✓ | ✓ | ✓ | 50% | |
| 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.)*

Applicable to students admitted in Semester A 2022/23 and thereafter

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B) | Marginal (B-, C+, C) | Failure (F) |
|---|---|---|---|---|---|
| Individual Project/ Assignment<br><br>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 a small degree of strategic thinking in formulating plans and providing solutions. | Demonstrate no strategic thinking in formulating plans and providing solutions. |

Applicable to students admitted before Semester A 2022/23

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Fair (C+, C, C-) | Marginal (D) | Failure (F) |
|---|---|---|---|---|---|---|
| Individual Project/ Assignment<br><br>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.)*

   - Creativity and Innovation
   - Organizational Structures for Innovation
   - Talent Management for Innovation
   - Reward System and Innovation
   - Leadership and Innovation
   - Corporate Entrepreneurship
   - Innovation Tools and Processes
   - Business Model 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
   - Hervás-Oliver, José-Luis, Peris-Ortiz & Marta (Eds.) (2014) Management Innovation: Antecedents, Complementarities and Performance Consequences. Springer.
   - Toivonen (Ed.) (2016) Service Innovation: Novel Ways of Creating Value in Actor Systems. Springer.
   - Huber, Kaufmann & Steinmann (2017) Bridging the Innovation Gap: Blueprint for the Innovative Enterprise. Springer.
   - Banerjee & Ceri (Eds.) (2016) Creating Innovation Leaders: A Global Perspective. Springer.
   - Machado & Davim (Eds.) (2020) Entrepreneurship and Organizational Innovation. Springer.
   - Jin & Cedrola (2020) Process Innovation in the Global Fashion Industry. Springer.
   - Sigala, Rahimi & Thelwall (Eds.) (2019) Big Data and Innovation in Tourism, Travel, and Hospitality: Managerial Approaches, Techniques, and Applications. Springer.
   - Steiber & Alänge (2016) The Silicon Valley Model: Management for Entrepreneurship. Springer.
   - Herzlinger (2020) Innovating in Healthcare: Creating Breakthrough Services, Products, and Business Models. Wiley.
   - Deschamps & Nelson (2014) Innovation Governance: How Top Management Organizes and Mobilizes for Innovation. Wiley.