

FB6801: BUSINESS INNOVATIONS: ASIA FIELD STUDY 1

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Business Innovations: Asia Field Study 1

Subject Code

FB - College of Business (FB)

Course Number

6801

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

4 weeks (Intensive study): Pre-tour online study (20 hrs) + field study (70 hrs) + Out-of-the-field-study work (70 hrs)

Credit Units

4

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse innovation environments of the selected organizations and the selected region.		x	x	x
2	Evaluate opportunities and challenges of innovation management of the selected organizations and the selected region.		x	x	x
3	Create strategic plans on innovation business in the selected region.		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	Pre-class online study	Students will have some online readings in advance to familiarize themselves with the course material and prepare for upcoming lectures or discussions.	1, 2, 3
2	Seminars	Students participate in interactive sessions led by experts or guest speakers, where they discuss and explore specific topics in-depth, sharing knowledge and engaging in critical analysis.	1, 2, 3

3	Expert Sharing	Students are encouraged to join the sharing session conducted by experts to gain first-hand exposure to real-world practices, industry settings, and insights on corporate strategies.	1, 2, 3	
4	Group and Individual Projects	Students complete tasks or projects either individually or in groups, applying their knowledge and skills to demonstrate understanding and achieve specific learning objectives.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Individual Project/ Assignment	1, 2, 3	50	
2	Group Project / Assignment	1, 2, 3	50	

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

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

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good

(B+, B, B-) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

Fair

(C+, C, C-) The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/ conceptual framework and the contemporary context.

Marginal

(D) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

Failure

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

Assessment Task

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

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

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(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

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Failure

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

Assessment Task

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

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

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Assessment Task

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

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context. Generalizes principles, models or practices to generate new insights and questions.

Good

(B+, B) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

Marginal

(B-, C+, C) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

Failure

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Assessment Task

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

Criterion

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Part III Other Information

Keyword Syllabus

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

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

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