

# FB6892: STRATEGIC INNOVATION MANAGEMENT

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Strategic Innovation Management

### Subject Code

FB - College of Business (FB)

### Course Number

6892

### 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-class online study (40 hours) + 5-day class meetings (40 hours) + Out-of-the-class work (80 hours)

### 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 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.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse organizational factors to support business innovation	x	x	x
2	Evaluate how people management and leadership styles affect business innovation.	x	x	x
3	Create new strategies to lead business innovation	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 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.

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### **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.

#### **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.

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### **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.

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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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**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.

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## Part III Other Information

**Keyword Syllabus**

- 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

**Reading List**

**Compulsory Readings**

Title	
1	Benraouane, S. A. (2021) Using the ISO 56002 Innovation Management System: A Practical Guide for Implementation and Building a Culture of Innovation. Milton: Productivity Press, 2021
2	Borodako, K., Berbeka, J., & Rudnicki, M. (2021). Innovation Orientation in Business Services: Scope, Scale and Measurement. Edward Elgar Publishing Limited.
3	Carlstro#m, E (2023) Collaborative leadership and innovation: management, strategy and creativity. New York: Routledge.
4	Chen, J., Simsek, Z., Liao, Y., & Kwan, H. K. (2022). CEO Self-Monitoring and Corporate Entrepreneurship: A Moderated Mediation Model of the CEO-TMT Interface. Journal of management, 48(8), 2197-2222.
5	Dabi#, M., Stoj#i#, N., Simi#, M., Potocan, V., Slavkovi#, M., & Nedelko, Z. (2021). Intellectual agility and innovation in micro and small businesses: The mediating role of entrepreneurial leadership. Journal of business research, 123, 683-695.
6	Daim, T. and D. Meissner (2020) Innovation Management in the Intelligent World: Cases and Tools. Springer.
7	Datta, S. (2021) Unlocking strategic innovation: competitive success in a disruptive environment. New York: Routledge, 2021
8	de Villiers, R. (2022). The Handbook of Creativity and Innovation in Business: A Comprehensive Toolkit of Theory and Practice for Developing Creative Thinking Skills. Springer.
9	Haneda, S. and A, Ono (2022) Hoko. R&D management practices and innovation: evidence from a firm survey. Singapore Springer Nature.
10	Herrera, M. M. (2023). Business Model Innovation for Energy Transition: A Path Forward Towards Sustainability (1st ed. ed.). Springer International Publishing AG.
11	Hervás-Oliver, José-Luis, Peris-Ortiz & Marta (Eds.) (2014) Management Innovation: Antecedents, Complementarities and Performance Consequences. Springer.
12	Herzlinger (2020) Innovating in Healthcare: Creating Breakthrough Services, Products, and Business Models. Wiley.
13	Jin & Cedrola (2020) Process Innovation in the Global Fashion Industry. Springer.
14	Leita#o, J. and V. Ratten ed. (2022) Strategic innovation: research perspectives on entrepreneurship and resilience. Cham, Switzerland: Springer.
15	Machado & Davim (Eds.) (2020) Entrepreneurship and Organizational Innovation. Springer.
16	Mikelsone, E., Segers, J.-P., & Spilbergs, A. (2022). Governance of Web-Based Idea Management System Rewards: From the Perspective of Open Innovation. Journal of open innovation, 8(2), 97.
17	Pandiarajan, V. (2022). Business innovation: a case study approach (1st Edition. ed.). Routledge.
18	Ratten, V. (ed.) (2021) Strategic Entrepreneurial Ecosystems and Business Model Innovation. Emerald Publishing.
19	Schilling (2020). Strategic Management of Technological Innovation. Wiley

### Additional Readings

Title	
1	Nil