

FB6816P: INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Innovation and Entrepreneurship Management

Subject Code

FB - College of Business (FB)

Course Number

6816P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

5 to 7 days

Credit Units

3

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

Through the collaboration with an overseas leading institution associated with the College of Business students will be exposed to the latest development of business knowledge and practices in a global environment and to learn about the role of business in a global environment from a managerial and organizational perspective.

Students will have the opportunity to visit and interact with senior management of selected businesses, corporations, and organizations at the host country. They will be exposed to problems/opportunities associated with various forms of international business, and management strategies of global organizations.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand strategic problems in a global environment		x	x	
2	Identify business opportunities in a global environment		x	x	x
3	Enhance organizational and managerial competence		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	Seminar	Seminars on current business issues.	1, 2, 3	
2	Class Participation	Case studies and in-depth class discussions will be conducted to help students think critically and debate on relevant topics.	1, 2, 3	
3	Company visits	Visiting various industries in host country and meeting with respective senior management to widen participants' business exposure and network.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Seminars and in-class discussion	1, 2, 3	50	Assessed on a Pass/Fail basis	Yes
2	Participation	1, 2, 3	50	Assessed on a Pass/Fail basis	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Pre-reading, In-class discussion, company visits, and exercises (if any)

Criterion

Ability to contribute in discussion and class activities

Pass (P)

(P) - Listening attentively in all sessions

- Actively participate in all discussion, exercises and company visits

Failure (F)

(F) - Participate in few discussion and exercises or does not participate

Part III Other Information

Keyword Syllabus

China and the World, Creativity and Innovation, Competitive Strategy, Global Business Opportunity

Reading List**Compulsory Readings**

Title	
1	Nil

Additional Readings

Title	
1	Nil