

FB6893P: CREATIVITY FOR BUSINESS EXECUTIVES

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Creativity for Business Executives

Subject Code

FB - College of Business (FB)

Course Number

6893P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

4 Days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Additional Information

Nil

Part II Course Details**Abstract**

As China's economy have reached high prosperity, technological creativity and innovation has become an increasingly important issue for sustainable development. This course focuses on identifying key factors and strategies that could bring about sustainable technological creativity and innovation in China' economic development. Analyses of socio-psychological profiles of creative products and luminaries will help understand in-depth creativity perceptions and motivations so as to devise promotion strategies and specific action plans for enhancing technological creativity and innovation, i.e., 4Ps, perceptions, products, process, and personality analyses of worldly well-known creative industries in China. Through case studies and group projects, it enables students to apply relevant concepts and principles in developing effective creative and innovative strategies.

This course aims to help students

- Have systematic coverage of the knowledge scope regarding Business Creative;
- Have strategic insight, crossfunctional integration and actionable frameworks that can be directly transferred to their organizations;
- Collaboratively diagnose innovation bottlenecks and co-create solutions, maximizing the unique value of executive education.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Assess the impact of socio-economic factors on creativity development for firm strategies	20	x	x	
2	Construct socio-psychological profiles of business creative luminaries	20		x	
3	Design strategies in producing creative strategies	20			x
4	Design action plans of integrated creativity communication for implementation	20	x	x	
5	In-depth analysis selected topics, such as the "4Ps" framework and facilitate meaningful discussion of compulsory readings	20	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	Lectures	Concepts and principles of business creative strategies are explained and discussed.	1, 2, 3, 4	
2	Group discussion	Various class activities will be included to stimulate students' participating discussions of case business creativity studies.	1, 2, 3, 4	
3	Group project	Relevant topics of will be provided to students so that they can apply the concepts/theories learnt in a real life scenarios.	1, 2, 3, 4	
4	Simulation exercises/ Workshops	Coaching on applying creativity principles to students 's own business contexts	1, 2, 3, 4, 5	
5	Independent Study	Students are required to pre-read the assigned chapters and other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through creativity in their business context	1, 2, 3, 4, 5	
6	Case Analysis	Harvard Business case study on Entrepreneurial Innovation	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Class Participation: Students' participation including questions and comments in the class is used to assess their understanding of the taught theories and concepts.	1, 2, 5	20	-	Yes

2	Group Project: Student groups will analyze consumer behavior and develop marketing strategies and action plans for a business. This assignment assesses student abilities in developing marketing strategies and action plans.	2, 3, 4, 5	40	-	Yes
3	Individual Assessment: Students will be assigned short answer questions. This assignment will assess students' abilities in applying taught theories and concepts.	1, 2, 3, 5	40	30 minutes as individual assessment specified above	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Class Participation (20%) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Active class attendance and engagement in discussions.

Excellent

(A+, A, A-)

1. Able to always present and communicate creative ideas excellently in oral and/or written format to analyze business creative strategies and other issues in class.

2. Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of creative strategies and concepts.

Good

(B+, B, B-)

1. Able to frequently present and communicate creative ideas acceptably in oral and/or written format to analyze business creative strategies and other issues in weekly classes.

2. Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of creative strategies and concepts.

Fair

(C+, C, C-)

1. Occasionally present and communicate creative ideas in oral and/or written format to analyze business creative strategies and other issues in weekly classes.
2. Occasionally participate in class discussion by offering some ideas and asking questions related to the practice of creative strategies and concepts.

Marginal

(D)

1. Rarely present and communicate creative ideas fairly in oral and/or written format to analyze business creative strategies and other issues in class.
2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of creative strategies and concepts.

Failure

(F)

1. No participate nor make an intellectual contribution at each class meeting.
 2. Unfamiliar with the assigned readings, both from the text and additional material.
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Assessment Task

2. Group Project (40%) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Demonstrates a deep understanding of the subject matter through collaborative analysis and clear presentation.

Excellent

(A+, A, A-)

1. Show excellent command of all aspects by integrating major creative concepts to analyze the business creative strategies and business environments deeply, and consolidate lots of insights and implications for strategy formulation.
2. Demonstrate excellent ability to apply the creativity principles and develop outstanding and attractive creativity programs to tackle current creativity problems and issues.
3. Present and organize creativity information excellently in a business report format.

Good

(B+, B, B-)

1. Show good command of all aspects by integrating major creativity concepts to analyze the business creative strategies and suggest some implications for strategy formulation.
2. Demonstrate good ability to apply the creativity principles and develop effective creativity programs to tackle current creativity problems and issues.
3. Present and organize creativity information in an organized business report format.

Fair

(C+, C, C-)

1. Show acceptable command of most aspects by integrating major creativity concepts to analyze business creative strategies, and business environments and partially able to link them up with strategy formulation.
2. Demonstrate acceptable ability to apply the creativity principles and develop fair creativity programs to tackle current creativity problems and issues.
3. Present and organize creativity information fairly in a business report format.

Marginal

(D)

1. Show marginal command of a few aspects of major creativity concepts to analyze the business creative strategies and business environments but unable to link them up with strategy formulation.
2. Demonstrate marginal ability to apply the creativity principles and develop marginal creativity programs to tackle current creativity problems and issues.

3. Present and organize creativity information fairly in a business report format.

Failure

(F)

1. Show little or no comprehension of major concepts to analyze business creative experiences and unable to link them up with strategy formulation.
 2. Demonstrate little ability to apply the principles and tools of customer experience management to develop, design and implement marginal creative experience
 3. Present and organize the contents poorly in a business report format.
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Assessment Task

3. Individual Assessment (40%) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Exhibits critical thinking and clarity in writing while demonstrating a thorough understanding of the course content.

Excellent

(A+, A, A-) Superior grasp of subject matter with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.

Good

(B+, B, B-) Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.

Fair

(C+, C, C-) Grasp subject matter with an appropriate knowledge base, and able to synthesize and analyse.

Marginal

(D) Have limited knowledge of subject matter, and able to synthesize.

Failure

(F) Have little knowledge of subject matter, and unable to synthesize the knowledge.

Assessment Task

1. Class Participation (20%) (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Active class attendance and engagement in discussions.

Excellent

(A+, A, A-)

1. Able to always present and communicate creativity ideas excellently in oral and/or written format to analyze business creative strategies and other issues in class.
2. Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of creativity strategy and concepts.

Good

(B+, B)

1. Able to frequently present and communicate creativity ideas acceptably in oral and/or written format to analyze business creative strategies and other issues in weekly classes.

2. Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of creativity strategy and concepts.

Marginal

(B-, C+, C)

1. Rarely present and communicate creativity ideas fairly in oral and/or written format to analyze business creative strategies and other issues in class.
2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of creativity strategy and concepts.

Failure

(F)

1. No participate nor make an intellectual contribution at each class meeting.
2. Unfamiliar with the assigned readings, both from the text and additional material.

Assessment Task

2. Group Project (40%) (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Demonstrates a deep understanding of the subject matter through collaborative analysis and clear presentation.

Excellent

(A+, A, A-)

1. Show excellent command of all aspects by integrating major creativity concepts to analyze the business creative strategies and business environments deeply, and consolidate lots of insights and implications for strategy formulation.
2. Demonstrate excellent ability to apply the creativity principles and develop outstanding and attractive creativity programs to tackle current creativity problems and issues.
3. Present and organize creativity information excellently in a business report format.

Good

(B+, B)

1. Show good command of all aspects by integrating major creativity concepts to analyze the business creative strategies and business environments and suggest some implications for strategy formulation.
2. Demonstrate good ability to apply the creativity principles and develop effective creativity programs to tackle current creativity problems and issues.
3. Present and organize creativity information in an organized business report format.

Marginal

(B-, C+, C)

1. Show marginal command of a few aspects of major creativity concepts to analyze the business creative strategies and business environments but unable to link them up with strategy formulation.
2. Demonstrate marginal ability to apply the creativity principles and develop marginal creativity programs to tackle current creativity problems and issues.
3. Present and organize creativity information fairly in a business report format.

Failure

(F)

1. Show little command of very few aspects of major concepts to analyze the journey of customer experience and unable to link them up with strategy formulation.
2. Demonstrate little ability to apply the principles and tools of customer experience management to develop, design and implement marginal customer experience programs to tackle current customer and organizational problems and issues
3. Present and organize the contents poorly in a business report format.

Assessment Task

3. Individual Assessment (40%) (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Exhibits critical thinking and clarity in writing while demonstrating a thorough understanding of the course content.

Excellent

(A+, A, A-) Superior grasp of subject matters with an extensive knowledge base; and able to do some original thinking.

Good

(B+, B) Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.

Marginal

(B-, C+, C) Have limited knowledge of subject matter, and able to synthesize.

Failure

(F) Have little knowledge of subject matter, and unable to synthesize the knowledge.

Part III Other Information

Keyword Syllabus

China's economy, creative strategies, creative dispositions, socio-psychological profiles, business executives , “4Ps” framework, simulation exercises or workshops, Entrepreneurial Innovation

Reading List**Compulsory Readings**

Title	
1	彼得·蒂尔布莱克·马斯特斯 （著）《从0到1：开启商业与未来的秘密》 中信出版社出版

Additional Readings

Title	
1	岳晓东（著）《登天的感觉：我在哈佛大学做咨询》磨铁出版社出版