

FB6899P: INNOVATIVE DEVELOPMENT OF NEW QUALITY PRODUCTIVITY AND DIGITAL ECONOMY

Effective Term

Summer Term 2025

Part I Course Overview

Course Title

Innovative Development of New Quality Productivity and Digital Economy

Subject Code

FB - College of Business (FB)

Course Number

6899P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 2 days

Credit Units

1

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**

This course aims to analyze how new quality productivity, in the context of rapid advancements in information technology, has become a key force driving social progress and economic growth. It elucidates the innovative pathways and strategic significance of the digital economy in this process. New quality productivity, which integrates modern information technologies such as artificial intelligence, big data, cloud computing, and the Internet of Things, not only significantly enhances production efficiency and quality but also reshapes industrial structures, fosters emerging business models, and injects unprecedented vitality into the global economy.

The course will systematically explain the components and operational mechanisms of new quality productivity and its role in transforming and upgrading traditional industries. It will also delve into the innovative development models of the digital economy driven by new quality productivity, including trends such as digital transformation, intelligent upgrading, platform economy, and sharing economy. Through the analysis of typical domestic and international cases, participants will understand how enterprises can seize opportunities, address challenges, and achieve sustainable development in the digital economy era. Additionally, the course emphasizes equipping participants with tools such as data analysis and innovative thinking to explore digital transformation strategies suitable for their own enterprises or industries, thereby enhancing their competitiveness in a complex and dynamic market environment.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Emphasizes the role of digitalization, networking, and intelligence in driving productivity within the context of technological innovation and the knowledge economy.		x		
2	Defines the digital economy as one where digital knowledge and information are key production factors, highlighting the importance of information technology and data resource utilization.		x	x	
3	Examines how AI, big data, and cloud computing innovate new quality productivity, transforming production methods and driving industrial upgrades.		x	x	x
4	Discusses how different industries integrate within the digital economy, focusing on collaborative development for optimal resource allocation and industrial transformation.		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	Seminars and Classroom Discussions	Facilitate knowledge exchange and intellectual engagement between students and teachers. Through brainstorming, deepen understanding of specific topics, stimulate innovative thinking, enhance problem-solving skills, and develop teamwork and communication abilities, ultimately promoting academic research and personal growth.	1, 2, 3, 4	
2	Case Analysis	Through concrete and realistic scenario simulations, students gain a deep understanding of the practical application of theoretical knowledge, enhancing their problem-solving abilities, critical thinking, and teamwork skills.	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class participation and discussion	1, 2, 3, 4	20	-	Yes
2	One individual assignment	1, 2, 3, 4	50	-	Yes
3	One group project	1, 2, 3, 4	30	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

Class Discussion (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate critical understanding of the course material

Excellent

(A+, A, A-) Outstanding

Good

(B+, B, B-) High

Fair

(C+, C, C-)Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

Individual assignment (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to apply theories introduced in class

Ability to resolve real-life issues.

Excellent

(A+, A, A-) Outstanding

Good

(B+, B, B-) High

Fair

(C+, C, C-)Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

Group project (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to present material in a logical manner and demonstrate the ability conduct an independent analysis to develop their own solutions.

Excellent

(A+, A, A-) Outstanding

Good

(B+, B, B-) High

Fair

(C+, C, C-)Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

class discussion (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate critical understanding of the course material

Excellent

(A+, A, A-) Outstanding

Good

(B+, B) High

Marginal

(B-, C+, C) Satisfactory

Failure

(F) Not reaching marginal level

Assessment Task

Individual assignment (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

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Part III Other Information

Keyword Syllabus

- Digital Economy
- New Quality Productivity
- Artificial Intelligence (AI)
- Big Data
- Digital Transformation
- Intelligent Upgrading
- Platform Economy
- Sharing Economy

Reading List**Compulsory Readings**

Title	
1	Lecture notes, newspaper clippings, and academic articles