

FB6901P: INTERNET AND BUSINESS MODEL INNOVATION

Effective Term

Summer Term 2025

Part I Course Overview

Course Title

Internet and Business Model Innovation

Subject Code

FB - College of Business (FB)

Course Number

6901P

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 introduces how Internet technology innovates business models. The course introduces blockchain technology, metaverse, and Internet of things technology and applies these technologies to build new business models. The course introduces the differences between business model innovation based on Internet technology and traditional business models

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Understand blockchain technology and its application in business model innovation.		x		
2	Learn about the metaverse and rules-based economic systems.		x	x	x
3	Understand how Internet technology is changing business models.		x	x	x
4	Understand the differences between business model innovation based on Internet technology and traditional business models.			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 in-class discussions	Students are encouraged to think critically and logically in responding to questions and discussing issues of real-world examples.	1, 2, 3, 4	

2	Case assignments/project	Students work on case assignments/project as a group or independently. Students are required to understand critical issues in the case/project and conduct an independent analysis to develop their own solutions.	1, 2, 3, 4	In-class participation and presentation, as well as out-of-class preparation.
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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	30	-	Yes
3	One group project	1, 2, 3, 4	50	-	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)

CriterionAbility 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

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(A+, A, A-) Outstanding

Good

(B+, B) High

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(B-, C+, C) Satisfactory

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Additional Information for AR

- Internet technology
- Business model innovation
- Blockchain technology
- Metaverse
- New business models
- Traditional business models

- Rules-based economic systems
- Application in business
- Technological impact

Part III Other Information

Reading List

Compulsory Readings

Title	
1	Lecture notes, newspaper clippings, and academic articles