

FB6944: TOPICS IN INNOVATION AND ENTREPRENEURSHIP

New Syllabus Proposal

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Topics in Innovation and Entrepreneurship

Subject Code

FB - College of Business (FB)

Course Number

6944

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

2

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 provides students with contemporary knowledge on innovation management, business model development and entrepreneurship. The course aims to help students develop a growth mindset and learn frameworks to identify opportunities, assess ideas, launch new business ventures, and scale innovative solutions.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze innovation roadmaps and toolkits used by successful innovators to gain insights on disruptive trends and stimulate ideation.		x	x	x
2	Evaluate different types of innovations in terms of technologies, business models, products/ services and experience design using relevant frameworks and case studies.		x	x	x
3	Develop customized innovation strategies and new venture models to commercialize solutions leveraging available resources and connectivity in the innovation ecosystem.		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 reading and assignments	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	Interactive meetings	Students participate in online live 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	Group and individual projects	Students complete tasks or projects for 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 ("- " for nil entry)	Allow Use of GenAI?
1	Pre-class and In-class Assignments	1, 2, 3	50	-	Yes
2	Post-class Projects and Essays	1, 2, 3	50	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Assignments

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.

Assessment Task

2. Projects

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.

Assessment Task

3. Essays

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.

Part III Other Information

Keyword Syllabus

- Crowdsourcing and open innovation
- Business model innovation and monetization techniques
- Design thinking methodology for creative problem solving
- Global start-up ecosystems and accelerators
 - Agile product development and lean startup approaches

Reading List