

# MGT5516: MANAGING INNOVATION AND TECHNOLOGY GLOBALLY

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Managing Innovation and Technology Globally

### Subject Code

MGT - Management

### Course Number

5516

### Academic Unit

Management (MGT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### 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 aims to .....

- Give students a full understanding of what innovation is and how it is being applied in today's complex business world.
- Introduce students to how firms can encourage and nurture a spirit of creativity and innovation and how that translates into new products, services and new technology in a global context
- Make students aware of how innovation and technology are dealt with in a multinational firm
- Enable students to recognize opportunities for innovation and to begin to think differently, both professionally and in their personal lives.

### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                                                                                                      | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------|--------|--------|
| 1     | Describe the global context of innovation today, the requirements versus the current situation                                                                                                                       |                     | x      | x      | x      |
| 2     | Explain the impact that globalization has on our lives. Assess/Evaluate how new products and services depend on fulfilling consumer requirements. Describe the importance of communication in the innovation process |                     | x      | x      | x      |
| 3     | Demonstrate the analytic approaches and management strategies for managing innovation and technology globally.                                                                                                       |                     | 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             | Students will engage in the lectures focusing on investigating innovation management concepts in the global context. | 1        |                            |
| 2    | In-class discussions | Students will engage in in-class discussions and exercises focusing on managing innovation and technology globally   | 2        |                            |

|   |                           |                                                                                                                                                                                                                            |   |  |
|---|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--|
| 3 | Case studies and readings | Students will learn the issues of real companies via case studies. Students are expected to demonstrate their critical thinking by analyzing and evaluating a firms' situation and recommending the solution to the issue. | 3 |  |
|---|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--|

**Assessment Tasks / Activities (ATs)**

|   | ATs                 | CILO No. | Weighting (%) | Remarks ("- " for nil entry) | Allow Use of GenAI? |
|---|---------------------|----------|---------------|------------------------------|---------------------|
| 1 | Class Participation | 1        | 15            | -                            | No                  |
| 2 | Class Assignments   | 2        | 15            | -                            | No                  |
| 3 | Group Project       | 3        | 20            | -                            | No                  |

**Continuous Assessment (%)**

50

**Examination (%)**

50

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)****Assessment Task**

Class Participation

Class Assignments

Final Examination

(for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Excellent**

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

**Good**

(B+, B, B-) Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with the subject matter.

**Fair**

(C+, C, C-) understanding of the subject; ability to develop solutions to simple problems in the material.

**Marginal**

(D) Sufficient familiarity with the subject matter to enable the student to progress.

**Failure**

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.

### Assessment Task

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

#### Excellent

(A+, A, A-) As in B, but with higher degree of originality and evidence of internalization into a personalized model of practice. Good evidence of reflection on own performance based on theory. Generalizes principles, models or practices to new and unfamiliar real-life contexts. Extensive use of innovative ideas in recommendations.

#### Good

(B+, B, B-) The evidence presents a good appreciation of the general thrust of the project. Good coverage with relevant and accurate support. A clear view of how various aspects of the project integrate to form a thrust or purpose. Good evidence of application of course content and one's own creative views to practice. Solutions or innovative recommendations well justified.

#### Fair

(C+, C, C-) The evidence is relevant, accurate and covers a fair number of issues. However, there is little evidence of an overall view of the project. Demonstrates declarative understanding of a reasonable amount of content. Able to discuss content meaningfully but little application or integration of items. Fair justification of solutions or recommendations.

#### Marginal

(D) Pieces of evidence are relevant and accurate, but are isolated, addressing a limited number of issues. Demonstration of understanding in a minimally acceptable way. Poor coverage, no originality, weak justification of solutions or recommendations.

#### Failure

(F) Inability to address even simple issues and problems by logically applying the subject matter. Poor understanding of subject matter.

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### Assessment Task

Class Participation

Class Assignments

Final Examination

(for students admitted from Semester A 2022/23 to Summer Term 2024)

#### Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

#### Good

(B+, B) Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with the subject matter.

#### Marginal

(B-, C+, C) understanding of the subject; ability to develop solutions to simple problems in the material.

#### Failure

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.

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## Part III Other Information

**Keyword Syllabus**

Motivation, rewards and stimulus, recognizing other perspectives, restrictive thinking, idea generation, brainstorming, challenging assumptions, problem analysis, trespassing boundaries, defence shields, change management, globalization, technology, e-business.

**Reading List****Compulsory Readings**

| Title |                                                                                                         |
|-------|---------------------------------------------------------------------------------------------------------|
| 1     | Schilling, Melissa, A.. Strategic Management of Technological Innovation. 4th Edition. NY: McGraw Hill. |

**Additional Readings**

| Title |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Journals on Innovation and Technology Harvard Business Review, International Journal of Technology Management, R & D Management, Research Technology Management                                                                                                                                                                                                                                                                                                                                                                           |
| 2     | Internet resources BCG Innovation Institute ( <a href="http://innovation.bcg.com/">http://innovation.bcg.com/</a> ) Business Week Online ( <a href="http://www.businessweek.com/innovate/index.html">http://www.businessweek.com/innovate/index.html</a> ) Forbes Online ( <a href="http://www.forbes.com/leadership/innovation/">http://www.forbes.com/leadership/innovation/</a> ) Innovation Zen ( <a href="http://innovationzen.com/blog/category/innovation-theory/">http://innovationzen.com/blog/category/innovation-theory/</a> ) |
| 3     | Parayil (2005). From Silicon Island to Biopolis in Asia: Innovation policy and shifting competitive strategy in Singapore. California Management Review, 47(2): 50-73.                                                                                                                                                                                                                                                                                                                                                                    |
| 4     | Suarez & Lanzolla (2005). The half truth of first mover advantage. Harvard Business Review, 83(4): 121-127.                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 5     | Prahalad & Hamel (1990). The core competence of the corporation. Harvard Business Review, 68(3), 79-91.                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 6     | Chesbrough & Teece (1996). When is virtual virtuous? Organizing for innovation. Harvard Business Review, 74(1): 65-73.                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 7     | Jassawalla & Sashittal (2002). Cultures that support product-innovation processes. Academy of Management Executive, 16(3): 42-54.                                                                                                                                                                                                                                                                                                                                                                                                         |

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|---|-----------------------------------------------------------------------------------------------------------------------------------|
| 8 | Furst Reeves, Rosen, & Blackburn (2004). Managing the life cycle of virtual teams. Academy of Management Executive, 18(2): 21-36. |
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