

GE2230: INNOVATION AND ENTREPRENEURSHIP IN GLOBAL BUSINESS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Innovation and Entrepreneurship in Global Business

Subject Code

GE - Gateway Education

Course Number

2230

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

GE Area (Primary)

Area 2 - Study of Societies, Social and Business Organisations

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

Firms face increasing complexity in today's business world. Innovation and entrepreneurship are no longer applicable to start-ups only, but become an essential part of many incumbent companies that want to stay competitive in the global arena. Innovations are crucial in gaining and sustaining a firm competitive advantage. Furthermore, entrepreneurship plays a critical role in creating economic value and generating wealth and jobs globally.

Entrepreneurship and innovation contribute to knowledge advancement and sustainability, empower changes, and make a positive difference in the world. Therefore, the global community requires skilled and socially responsible entrepreneurs and business leaders who engage in sustainable innovation and entrepreneurship practices.

Students acquire a comprehensive overview of theories, concepts, and recent practices of innovation, entrepreneurship, and global business from this course. Students also gain an understanding of contemporary applications such as innovation for development, sustainability, social entrepreneurship, creating and capturing value from innovation and entrepreneurship, and funding and resourcing ventures. Through experiential learning (incl. the practical issues addressed from real case studies of international business context and course projects), students will learn how to successfully navigate the specifics of innovation and entrepreneurship in global business, while being immersed in different ecosystems.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe and explain the role of innovation and entrepreneurship in creating the value of companies.	25		x	
2	Apply entrepreneurship mindset and skillset about innovation in global business.	25		x	
3	Analyse critically local and global practices of applying innovation and entrepreneurship in various industries, able to differentiate between good and bad practices in various contexts.	25			x
4	Work effectively in culturally, academically and intellectually diverse teams.	25	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	Lecture	Students will engage in formal lectures to gain knowledge about Innovation and Entrepreneurship	1, 2, 3, 4	

2	In-class exercises		1, 2, 3, 4	
3	Peer Discussions	Students will engage in discussion with their peers	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class participation	1, 2, 3	20	-	No
2	Individual assignments/report	1, 2, 3	20	-	No
3	Team presentation and project	1, 2, 3, 4	30	-	No
4	Final test	1, 2, 3	30	-	No

Continuous Assessment (%)

100

Examination (%)

0

Examination Duration (Hours)

0

Assessment Rubrics (AR)**Assessment Task**

Assessing and Grading In-class Exercises, Class Participation, and Presentation

Excellent (A+, A, A-)

Able to always present and communicate ideas in class discussions and live practice that stimulate students' deep insights and detailed analysis on topical issues in innovation and entrepreneurship in global business.

Good (B+, B, B-)

Able to often present sensible ideas and comments that create room for further consideration of topical issues in innovation and entrepreneurship in global business.

Fair (C+, C, C-)

Able to occasionally present reasonable ideas and comments that contribute to the class discussion topics and during live practice.

Marginal (D)

Able to follow ideas and comments made by other students during class discussions and live practice but barely contribute to other students' insights of the topical issues.

Failure (F)

Student fails to attend the majority of classes and fails to submit the work.

Assessment Task

Assessing and Grading Project Report, Assignments, and Final Test

Excellent (A+, A, A-)

Strong evidence of mastering the knowledge and practices of innovation and entrepreneurship in global business and the problems and issues uncovered in the case and project data. Able to provide valid and practical solutions to solve these problems.

Good (B+, B, B-)

Evidence of applying the knowledge of innovation and entrepreneurship in global business in analyzing data contained in the case and major project and providing reasonable solutions to it.

Fair (C+, C, C-)

Some evidence of demonstrating the knowledge of innovation and entrepreneurship in global business in analyzing data contained in the case and major project, and occasionally providing reasonable solutions thereto.

Marginal (D)

Limited evidence of demonstrating the knowledge of innovation and entrepreneurship in global business in analyzing data contained in the case and major project.

Failure (F)

Little evidence of familiarity with the subject matter; poor critical and analytical skills; ignorance of the literature.

Part III Other Information

Keyword Syllabus

Innovation, Entrepreneurship, International Business and Globalization, Forces Driving Globalization, Costs for Globalization, Why International Business differs from Domestic Business, Cultural Environments, Dealing with Cultural Differences, Cultural Adjustments, Political Systems, Political Risk Management, Legal Systems, Economic Systems and Economic Developments, Trade Protectionism, Government Intervention, Economic Integration and Cooperation, Business Ethics and Corporate Social Responsibilities, International Business Strategies, Modes of International Trading, Foreign Production and Operations, Social Entrepreneurship, Funding and Resourcing Ventures, Sustainability.

Reading List

Compulsory Readings

Title	
1	John Bessant and Joe Tidd. Innovation and Entrepreneurship, (latest edition), Wiley.
2	John D. Daniels, Lee H. Radebaugh & Daniel P. Sullivan. International Business: Environments and Operations, (latest edition), Pearson.

Additional Readings

Title	
1	Other supplementary readings to enrich students' knowledge base and thinking horizon will be provided on Canvas.

Annex (for GE courses only)

A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:

Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)

PILO 1: Demonstrate the capacity for self-directed learning

1, 2, 3, 4

PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology

1, 2, 3

PILO 3: Demonstrate critical thinking skills

1, 2, 3

PILO 5: Produce structured, well-organised and fluent text

1, 2, 3

PILO 6: Demonstrate effective oral communication skills

1, 2, 3, 4

PILO 7: Demonstrate an ability to work effectively in a team

4

PILO 8: Recognise important characteristics of their own culture(s) and at least one other culture, and their impact on global issues

3, 4

PILO 9: Value ethical and socially responsible actions

1, 2, 3, 4

PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation

1, 2, 3, 4

B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.

Selected Assessment Task

This course will involve an experiential learning pedagogy. Students will engage in dynamic discussion, simulation exercises, and working in a team setting with others who are from different academic intellectual backgrounds. The teamwork setting will resemble real life collaboration models, which provide first-hand experience for working with diverse groups. Students' critical thinking, problem solving skills, and analytical skills will be assessed using in-class exercises, individual assessment/report and team project.