**Subject Description Form**

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| **Subject Code** | ISE4018 | |
| **Subject Title** | Company Attachment | |
| **Credit Value** | 6 | |
| **Level** | 4 | |
| **Pre-requisite/**  **Co-requisite/ Exclusion** | Creativity, Innovation and Entrepreneurship (LGT/MM3161) | |
| **Objectives** | This subject aims to provide students the opportunity to:  1. Discover, learn about and familiarize with industry of their discipline;  2. Meet and network with people in the industry;  3. Observe and understand real-life practices and implementation of innovation and entrepreneurship; and  4. Comprehend the influence of innovation and entrepreneurship in an organization and the society at large. | |
| **Intended Learning Outcomes** | Upon completion of the subject, students will be able to:    a. Gain experience in organizational skills and professional awareness;  b. Work under supervision and directions;  c. Complete tasks, and foster good relationship with seniors and subordinates through effective communication;  d. Be aware of the constraints of innovation and entrepreneurship; and  e. Understand real-life practices and implementation of innovation and entrepreneurship in an organization. | |
| **Subject Synopsis/ Indicative Syllabus** | With the approval of Subject Coordinator, a student will work in an organization which provides relevant training opportunities relevant to innovation or entrepreneurship. Students are required to apply knowledge and skills prior knowledge and skills to:   * Observe and analyze the complexity surrounding the implementation of innovation and entrepreneurship * Understand the influence as well as limitations of innovation and entrepreneurship. * Integrate concepts, processes, and skills to develop professional competence relevant to his/her chosen fields/career aspirations. | |
| **Teaching/Learning Methodology** | A student is required to identify and find a company attachment opportunity where the organization will provide him/her guidance and supervision. The student is required to develop and use a logbook to keep records of his/her experiences and observations systematically. The student will identify and analyze activities in relation to innovation and entrepreneurship based on the records of the logbook. Using what he/she has learnt from the subject LGT/MM3161, the student will explain and forecast the influence of innovation and entrepreneurship in the organization and the society at large with assumptions/justifications. | |
| **Assessment Methods in Alignment with Intended Learning Outcomes** | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed | | | | | | a | b | c | d | e | | 1. Logbook on duties and observations | 30% | ✓ | ✓ |  |  |  | | 2. Reflection report about the company attachment | 40% | ✓ |  |  | ✓ | ✓ | | 3. Performance assessment by attachment organization | 30% |  | ✓ | ✓ |  |  | | Total | 100 % |  | | | | |   To pass this subject, students are required to obtain Grade D or above.  Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:   * The logbook records the experience and skills learnt from the attachment, which provides the evidence for assessing the quality and quantity of work done in the organization. * The reflection report is used to assess the student’s ability to understand real-life practices, and consolidate the lesson learnt to apply in his/her work. It is also the evidence to show his/her ability in realizing the constraints of innovation and entrepreneurship in the company. * students can integrate concepts and information to solve problems. Students’ ability to communicate effectively can also be assessed. * A performance assessment form will be completed by the attachment organization to the student’s work performance and communication skills. * The Company Attachment includes at least 200 hours of direct practice in an appropriate organization approved by the subject coordinator. | |
| **Student Study Effort Expected** | Class contact: |  |
| * Direct practice | 200 Hrs. |
| Other student study effort: |  |
| * Reading and preparation | 80 Hrs. |
| Total student study effort | 280 Hrs. |
| **Reading List and References** | 1. Drucker, P., *Innovation and Entrepreneurship*. 2014, London: London: Taylor and Francis.  2. Dyer, J., H. Gregersen, and C.M. Christensen, *Innovator's DNA, Updated, with a New Preface: Mastering the Five Skills of Disruptive Innovators*. 2019: Harvard Business Press.  3. Satell, G., *Mapping innovation : a playbook for navigating a disruptive age*. 2017, New York: New York : McGraw-Hill Education.  4. Christensen, C.M., *The innovator's dilemma : the revolutionary book that will change the way you do business*. 1st HarperBusiness essntials . ed. 2003, New York, N.Y.: New York, N.Y. : HarperBusiness Essentials.  5. Kim, W.C. and R. Mauborgne, *Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant*. 2015: Harvard Business Review Press.  6. Kim, W.C. and R. Mauborgne, *Blue ocean shift: Beyond competing-proven steps to inspire confidence and seize new growth*. 2017: Hachette Books.  7. Laloux, F., *Reinventing organizations : a guide to creating organizations inspired by the next stage of human consciousness*. First edition.. ed. 2014, Brussels, Belgium: Brussels, Belgium : Nelson Parker.  8. Pisano, G.P., *Creative construction : the DNA of sustained innovation*. First edition.. ed. 2019, New York, NY: New York, NY : PublicAffairs, Hachette Book Group.  9. Osterwalder, A. and Y. Pigneur, *Business model generation: a handbook for visionaries, game changers, and challengers*. Vol. 1. 2010: John Wiley & Sons.  10. Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. Value Proposition Design: How to Create Products and Services Customers Want. Vol. 2. 2015: John Wiley & Sons. | |