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| <b>Subject Code</b>                                   | MM5361   |
| <b>Subject Title</b>                                  | Business Innovation Project  |
| <b>Credit Value</b>                                   | 3  |
| <b>Level</b>  | 5  |
| <b>Pre-requisite/<br/>Co-requisite/<br/>Exclusion</b> | Nil  |
| <b>Objectives</b>                                     | This subject introduces to students the knowledge and skills that are necessary to capture the opportunities presented by a world full of sustainability issues, and to overcome the challenges in bringing solutions successfully to market. Students will be introduced to common challenges related to people, planet, and prosperity at both the global and local levels, as well as the role of businesses in tackling such challenges. This will be followed by an experiential business innovation process coordinated via the PolyU Lean Launchpad Programme (LLP), during which students team up with researchers from other PolyU departments and industry experts to develop PolyU technologies for commercialization. The LLP is run by PolyU IfE (Institute for Entrepreneurship). Students will reflect on their learning journeys to distill lessons for innovation leadership and people management. |
| <b>Intended Learning Outcomes</b>                     | Upon completion of the subject, students will be able to: <ol style="list-style-type: none"> <li>a. To be able to integrate concepts and provide creative solutions to business problems (MBA Outcome 1b).</li> <li>b. To communicate reasoned arguments effectively, both in speech and in writing (MBA Outcome 2).</li> </ol>  |
| <b>Subject Synopsis/<br/>Indicative Syllabus</b>      | <ul style="list-style-type: none"> <li>• Introduction to Sustainable Development Goals</li> <li>• A Shifting Business and Economic Paradigm on Social Responsibility and Sustainability</li> <li>• Value Proposition</li> <li>• Business Model</li> <li>• Market Segmentation and Competitive Analysis</li> <li>• Customer Relationships and Marketing Channels</li> <li>• Feasibility Analysis</li> <li>• Product Concept and Prototyping</li> <li>• Investment Pitching</li> </ul>   |
| <b>Teaching/Learning Methodology</b>                  | The subject begins with lectures on basic concepts, and guest or case sharing on successfully business innovations. This is followed by 10 weeks of the PolyU LLP, during which students will team up with researchers from other departments in PolyU and industry advisors to develop PolyU technologies for commercialization. They will receive training from industry experts and apply the skills to their projects. The projects will go through competitive investment pitching for project grants and further development. Students will then gather after the LLP to reflect on lessons learned pertaining to innovation leadership and people management.   |

| Assessment Methods in Alignment with Intended Learning Outcomes   | Specific assessment methods/tasks  | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) |   |
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|   |  |             | a  | b |
|   | <b>Continuous Assessment*</b>  | <b>100%</b> |  |   |
|   | 1. Personal Reflection on Business for Good  | 25%         | ✓  | ✓ |
|   | 2. Personal Reflection on Innovation Journey   | 25%         | ✓  | ✓ |
|   | 3. Innovation Project  | 50%         | ✓  | ✓ |
|   | Total  | 100 %       |  |   |
| <p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to participate actively in the project and pass the other two tasks.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Personal reflection is a good tool to assess the extent and the depth of the lesson learned through an experience. It reveals how students can integrate concepts and information to solve problems. Students' ability to write effectively can also be assessed.</li> <li>2. The innovation project is a practical test of the integration and application of knowledge learned. Week-to-week communication among teammates, mid-term presentation, and the pitching exercise at the end of the LLP will also contribute to the success of the project.</li> </ol> |  |             |  |   |
| <b>Student Study Effort Expected</b>  | Class contact:   |             |  |   |
|   | ▪ Lectures   |             | 9 Hrs.   |   |
|   | ▪ PolyU Lean Launchpad Programme   |             | 40 Hrs.  |   |
|   | Other student study effort:  |             |  |   |
|   | ▪ Group Project Discussion   |             | 70 Hrs.  |   |
|   | ▪ Reading and Homework   |             | 20 Hrs.  |   |
|   | Total student study effort   |             | 139 Hrs.   |   |
| <b>Reading List and References</b>  | <p>Lecture notes and reading materials prepared by instructor.</p> <p>Vasan, N., &amp; Przybylo, J. (2013). <i>Do good well</i>. San Francisco, USA: Jossey-Bass.</p> <p><u>Sustainable Development Goals Report 2017</u>. United Nations.</p> |             |  |   |

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|  | <p><u>Sustainable Development Goals: 17 Goals to Transform the World.</u> United Nations.</p> <p>Tracey, P., &amp; Stott, N. (2017). Social innovation: A window on alternative ways of organizing and innovating. <i>Innovation: Organization &amp; Management</i>, 19(1): 51-60. Selected articles from journals including:</p> <p><i>Harvard Business Review</i></p> <p><i>McKinsey Quarterly</i></p> <p><i>Sloan Management Review</i></p> <p><i>Stanford Social Innovation Review</i></p> |
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