

## Subject Description Form

<b>Subject Code</b>	MM2902
<b>Subject Title</b>	Field Study for Innovation Ecosystems
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	<p>The objectives of this Field Study are to:</p> <ul style="list-style-type: none"> <li>• Learn from entrepreneurs to cultivate and gain an appreciation for the entrepreneurial journey of new ventures in the host ecosystem;</li> <li>• Understand the importance of innovation ecosystems, capabilities, and the role of stakeholders;</li> <li>• Learn about the role of corporate stakeholders in innovation ecosystems; and</li> <li>• Discover the different methods to spark innovation practices.</li> </ul>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. Apply concepts learned in the program to analyze and review new ventures through the lens of an innovation-driven framework and develop a report with recommendations for areas of improvement;</li> <li>b. Understand how ecosystems impact innovation and new venture creation, including conditions that facilitate transformation;</li> <li>c. Recognize and articulate the roles that corporations play as stakeholders in the ecosystem, and explore their links to the innovation-driven entrepreneur; and</li> <li>d. Identify and analyze the different innovation practices as tools of engagement.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>The Field Study takes place over 5 to 7 days, and centers around ‘Innovation Ecosystems’ in a chosen dynamic location. The specific objectives and precise content will vary, depending on topical issues and participants' interests.</p> <p>Two key themes will prevail:</p> <ol style="list-style-type: none"> <li>1. <i>Integration</i> - to deepen understanding of the linkages between the various science, technology and entrepreneurship subjects studied in the program;</li> <li>2. <i>Awareness of the local, regional and global innovation landscape</i> - to deepen understanding of the impact of key social, economic, and technological trends to innovation and entrepreneurship in geographical context.</li> </ol>

**Teaching/Learning Methodology**

The subject demonstrates the critical importance of innovation ecosystems to foster entrepreneurship for economic and social value creation.

**Site Visit**

Students will be immersed for 4 to 6 days in an innovation ecosystem, including company visits, to experience an innovative culture. This provides a unique opportunity to network engage with leading entrepreneurs and academics, visit cutting-edge technology facilities, and learn from a dynamic and thriving ecosystem.

**Lecture**

Lectures and sharing by venture founders help put entrepreneurship framework in an international context as case studies. This requires students to prepare by doing prior research on the venture and propose questions to ask.

**Group Project**

Peer learning is encouraged to foster collaboration and cross fertilization of ideas. Students work in groups and apply the innovation-driven entrepreneurship framework to analyze and recommend improvements for a chosen venture. This is delivered in the form of a group report and presentations.

**Individual Report**

Students will develop an individual reflection on learning to consolidate understanding of innovation ecosystems.

**Assessment Methods in Alignment with Intended Learning Outcomes**

(Note 4)

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
		a	b	c	d
1. Participation in Lecture, Sharing and Site Visit	30%	✓	✓	✓	✓
2. Individual Reflection Journals	30%	✓	✓	✓	✓
3. Group Project and Presentation	40%	✓	✓	✓	✓
<b>Total</b>	<b>100 %</b>				

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:

- Active participation in the field study activities is critical to the quality of the experience for all and it reflects the extent to which students take ownership of the development of their own innovation and entrepreneurship competencies.
- Individual 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 communicate effectively can also be assessed.
- Group project and presentation assess directly students’ project management, problem solving, communication and teamwork competencies.

<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lecture & Sharing	7 Hrs.
	▪ Workshop & Field Study	32 Hrs.
	Other student study effort:	
	▪ Reading and Preparation Work	100 Hrs.
	Total student study effort	139 Hrs.
<b>Reading List and References</b>	<p>Aulet, B. 2013. <i>Disciplined Entrepreneurship: 24 Steps to a Successful Startup</i>. John Wiley &amp; Sons.</p> <p>Thiel, P. 2014. <i>Zero to One: Notes on Startups, or How to Build a Future</i>. Crown Business.</p> <p>Huff, A. S., Moslein, K. M., &amp; Reichwald, R. 2015. <i>Leading Open Innovation</i>. MIT Press.</p> <p>Narayanamurti, V., &amp; Odumosu, T. 2016. <i>Cycles of Invention and Discovery: Rethinking the Endless Frontier</i>. Harvard University Press.</p> <p>Constable, G., Rimalovski, F., Blank, S., &amp; Fishburne, T. 2014. <i>Talking to Humans: Success Starts with Understanding Your Customers</i>. Giff Constable.</p> <p>Belsky, S. 2012. <i>Making Ideas Happen: Overcoming the Obstacles between Vision and Reality</i>. Portfolio.</p> <p>Selected articles from journals including:  <i>Harvard Business Review</i>  <i>McKinsey Quarterly</i>  <i>Sloan Management Review</i></p>	

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