

Subject Description Form

Subject Code	MM3161
Subject Title	Creativity, Innovation and Entrepreneurship
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	LGT3161
Objectives	This subject introduces students to the important aspects of creativity, innovation and entrepreneurship. The subject aims to develop students with an entrepreneurial mindset through a design thinking approach and apply innovative strategies to find creative solutions that benefit organizations and society.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. understand the strategic role of creativity and innovation in organization, industry, and global competitive market; b. learn and apply concepts, theorems, and design thinking tools to develop critical and analytical reasoning about creativity and innovation in and beyond organizations; c. identify the attitudes, attributes, behaviour, and processes associated with innovative and entrepreneurial mindsets; d. develop the communication and critical thinking skills needed to present a business plan
Subject Synopsis/ Indicative Syllabus	<p>Nature and development of creativity, innovation and entrepreneurship Defining creativity, innovation and entrepreneurship; differences between creativity and innovation; differences between innovation and entrepreneurship; innovation and entrepreneurial processes</p> <p>Creativity Assessing individual creativity, behaviour and psychological aspects of creativity; idea generation, creativity tools and techniques; creativity in groups</p> <p>Innovation Innovation and competitive advantage; framework of innovative strategies; organizational issues of innovation; innovation in a competitive environment; source of innovation, innovation selection, portfolio management, resource allocation, effective implementation of innovative idea; the theory of disruptive innovation; risk management</p>

	<p>Entrepreneurship Entrepreneurial opportunity: discovery or creation; evaluation and exploitation of entrepreneurial opportunity; profile analysis, attitudes, attributes, motivations and behaviour of entrepreneurs; ethics and social responsibility of entrepreneurs; business model; lean start-up; business plan.</p>																																								
<p>Teaching/Learning Methodology</p>	<p>Lectures will equip students with the knowledge of design thinking to develop students with innovative and entrepreneurial mindsets. The subject lecturer will invite local entrepreneurs to give guest lectures. Seminars are structured to enhance students' understanding of relevant concepts through various activities, including practising the design thinking processes, discussion, role-play and presentations. Students will work in groups to prepare a business plan for a new venture.</p>																																								
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="570 730 1344 1325"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Group project</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Individual assignment</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>3. Class participation</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="4"></td> </tr> </tbody> </table> <p><i>*Weighting of assessment methods/tasks in continuous assessment maybe different, subject to each subject lecturer.</i></p> <p>To pass this subject, students must obtain a Grade of D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: Group project – Students are required to prepare a business plan and present their work by applying design thinking. Individual assignment – Students are required to submit an individual work by addressing the application of subject knowledge. Class participation - All students are expected to participate actively in class to demonstrate their understanding of the core principles and concepts of the subject syllabus.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a	b	c	d	Continuous Assessment	100%					1. Group project	50%	✓	✓	✓	✓	2. Individual assignment	30%	✓	✓	✓		3. Class participation	20%	✓	✓	✓	✓	Total	100 %				
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Student Study Effort Expected	Class contact:	
	▪ Lectures	26 Hrs.
	▪ Seminars	13 Hrs.
	Other student study efforts:	
	▪ Preparation for lectures/seminars	39 Hrs.
	▪ Preparation for the group project and individual assignment	45 Hrs.
	The total student study effort	123 Hrs.
Reading List and References	<p><i>Recommended Textbooks and References</i></p> <p>Lewrick, M., Link, P., & Leifer, L. (2020). <i>The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable Innovation Methods</i>. John Wiley & Sons, Incorporated.</p> <p>Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). <i>Entrepreneurship</i>. New York: McGraw-Hill.</p> <p>Review, H. B., Brown, T., Christensen, C. M., Nooyi, I., & Govindarajan, V. (2020). <i>HBR's 10 Must Reads on Design Thinking (with featured article "Design Thinking" By Tim Brown)</i>. Harvard Business Review Press.</p> <p>Tidd, J., & Bessant, J. (2020). <i>Managing innovation: Integrating technological, market and organizational change</i>. UK: Wiley.</p> <p>Ulrich, K., & Terwiesch, C. (2009). <i>Innovation tournaments: Creating and selecting exceptional opportunities</i>. Boston, MA: Harvard Business School Publishing.</p>	

August 2022