

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	LGT/MM3161
Subject Title	Creativity, Innovation and Entrepreneurship
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	This subject introduces students to the important aspects of creativity, innovation and entrepreneurship. It is designed to prepare them to develop an entrepreneurial mindset and apply innovative strategies to find creative solutions that benefit both organizations and society.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> a. understand the strategic role of creativity and innovation in organization, industry, and global competitive market (BBA Outcome 5b); b. learn and apply concepts, theorems, and tools to develop critical and analytical reasoning about creativity and innovation in and beyond organizations (BBA Outcome 5b); c. identify the attitudes, attributes, behaviour, and processes associated with innovative and entrepreneurial mindsets (BBA Outcome 5a); d. develop the communication and critical thinking skills needed to present a business plan (BBA Outcome 3b)
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</p>

	<p>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>
Teaching/Learning Methodology	<p>Lectures will equip students with adequate knowledge of developing their innovative and entrepreneurial mindsets. Local entrepreneurs will be invited to give guest lectures. Seminars are structured to enhance students' understanding of relevant concepts through various kinds of activities, including group case analysis, discussion and role play. Working on a group basis, students will be expected to prepare a business plan for a new venture.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	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%					
<i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i>						
To pass this subject, students are required to obtain Grade D or above in the overall grade.						
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 subject knowledge. A substantial portion of this assessment will be based on individual performance.						
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.						

Student Study Effort Expected		
	Class contact:	
	▪ Lectures	26 Hrs.
	▪ Seminars	13 Hrs.
	Other student study effort:	
	▪ Preparation for lectures/seminars	39 Hrs.
	▪ Preparation for group project and individual assignment	45 Hrs.
	Total student study effort	123 Hrs.
Reading List and References	<p><i>Recommended Textbooks and References</i></p> <p>Girotra, K., & Netessine, S. (2014). <i>The risk-driven business model: Four questions that will define your company</i>. Boston, MA: Harvard Business School Publishing.</p> <p>Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). <i>Entrepreneurship</i>. New York: McGraw-Hill.</p> <p>Scarborough, N. M., & Cornwall, J. R. (2019). <i>Essentials of entrepreneurship and small business management</i>. UK: Pearson.</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>	