



## 1. General Information

Course Subject	IIMT
Course Number	3621
Course Title	Creativity and Business Innovation
Academic Years	2023-2024
Grading Method	Letter

## 2. Instructors

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Subclasses: 1A,1B

## 4. Course Description

Course Description	<p>This course aims at inspiring students' creativity and cultivating business innovation mindset and habit. We believe in learning through doing. Students will work on real-world cases through the use of design thinking tools and good practices. Guest speakers from the industry will share their experience on how to pursue innovation at different levels. The course encourages enquiry and expression, and emphasizes design through empathy and collaboration.</p> <p>Constant transformation has become the new normal in the era of technology explosion and culture shift. Enterprises can no longer rely on only efficient and cost-effective provision and deployment of resources, but innovation on every layer from business ideas, models and products, to operation, client engagement and social responsibility. Business competitiveness is increasingly tied to the workforce's ability to think outside the box and leverage fleeting opportunities to innovate.</p> <p>Future jobs require managers to be able to think freely and creatively in addition to excellence in their specialized area, and make informed decisions amidst uncertainties and fast-changing environment. This course puts students in a lateral mindset where they can challenge conventional wisdom, see the unseen to uncover opportunities, and explore the trade-offs involved in managerial decisions to design elegant and articulated solutions. Students will play through the iterative design process and be able to iteratively</p> <ul style="list-style-type: none"><li>-create choices (Diverge),</li><li>-make choices (Converge),</li><li>-break problems and information into parts (Analyze), and</li><li>-put ideas and findings together (Synthesize).</li></ul> <p>The course also aims at developing students' insight into the impact of technology advancement, culture shift, and paradigm shift in global economy on creating business innovation for future. The course ends with a student project where students can choose between an entrepreneurial path and a design consultancy path.</p>
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## 5. Course Objectives

1. Develop students' skillsets of using tools for business innovation process, e.g. design thinking / integrative thinking / storytelling, through case studies, simulation, and role-playing.
2. Cultivate students' creativity, business innovation mindset and habit through diving deep into the design thinking diverge-converge process and acquiring creative competencies.
3. Sharpen students' sense and observation skills through the practice and experiments of empathy-driven design, and exposure to real-world constraints\* and concerns in making managerial decision.
4. Develop students' creative confidence through case studies and course projects so that they get used to challenging conventional wisdom, asking the appropriate questions so as to discover new opportunities and continue to pursue personal dream and goal in a creative way.

## 6. Faculty Learning Goals

Goal 1: Acquisition and internalization of knowledge of the programme discipline

Goal 2: Application and integration of knowledge

Goal 3: Inculcating professionalism

Goal 4: Developing global outlook

Goal 5: Mastering communication skills

Goal 6: Cultivating leadership

## 7. Course Learning Outcomes

Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Understanding of creativity and innovation process	✓					
CLO2. Understanding of collaborative innovation	✓		✓	✓		✓
CLO3. Insight into real-world business innovation and paradigm shifts	✓			✓		
CLO4. Applying relevant theories and tools on Business Innovation projects from individual effort and teamwork	✓	✓	✓	✓	✓	✓

7. Course Learning Outcomes						
decision-making process						
Business in general, including but not limited to product and business model design.						
CLO5. Creative confidence, ethics and social good			✓	✓		✓
CLO6. Effective communication (two-way) of thoughts and articulation of ideas			✓		✓	✓

8. Course Teaching and Learning Activities		
Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Lecture with interactive presentation The lecture features intensive in-class discussion, creativity exercises, and role-playing.	18	15
T&L2. Case-based studies and analysis Real-world business cases through simulation, guests sharing, and optional corporate visits.	28	23.3
T&L3. Individual and group project development Students choose their own area of focus for in-depth self-directed learning. References are recommended and consultation is given.	11	9.2
T&L4. Tutorial and discussion For enquiry-based learning and interactive discussion, including use of online channel.	23	19.2
T&L5. Presentation, storytelling and improvisation This is not just simple reporting, but for students to practise listening, engaging, and creating during innovation processes.	40	33.3
	Total: 120	Total: 100

9. Assessment Methods			
Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. In-class performance	Class engagement, group discussion, creativity activities, attendance	15%	1,2,3,4,5,6
A2. Innovation journal	A practice in free-flow style recording observations, ideas, and experience in daily encounter, practicing the innovation process for personal interests, cases, and term project	15%	1,3,5,6
A3. Individual case assignment	Design consultancy: Business innovation proposal for real-world businesses	30%	3,4,5,6

9. Assessment Methods			
A4. Group term project	Entrepreneurship:Innovation pitching & pitch deck for startup	30%	3,4,5,6
A5. Interactive presentation	Individual performance on term project presentation	10%	1,2,5,6

Assessment Rubrics	
A1. In-class performance	Creativity can be nurtured. This course emphasizes learning through doing, and the assessment methods are set to encourage students to practice the innovation process. The course will have a dedicated online messaging channel for interactive discussion. Success of this course depends on your active participation in and effective contribution to case, class and discussions.
A+,A,A-	
B+,B,B-	
C+,C,C-	
D+,D	
F	
A2. Innovation journal	Creativity can be nurtured. This course emphasizes learning through doing, and the assessment methods are set to encourage students to practice the innovation process. The course will have a dedicated online messaging channel for interactive discussion. Success of this course depends on your active participation in and effective contribution to case, class and discussions.
A+,A,A-	
B+,B,B-	
C+,C,C-	
D+,D	
F	
A3. Individual case assignment	Creativity can be nurtured. This course emphasizes learning through doing, and the assessment methods are set to encourage students to practice the innovation process. The course will have a dedicated online messaging channel for interactive discussion. Success of this course depends on your active participation in and effective contribution to case, class and discussions.
A+,A,A-	
B+,B,B-	
C+,C,C-	
D+,D	
F	
A4. Group term project	Creativity can be nurtured. This course emphasizes learning through doing, and the assessment methods are set to encourage students to practice the innovation process. The course will have a dedicated online messaging channel for interactive discussion. Success of this course depends on your active participation in and effective contribution to case, class and discussions.
A+,A,A-	
B+,B,B-	

Assessment Rubrics	
C+,C,C-	
D+,D	
F	
A5. Interactive presentation	Creativity can be nurtured. This course emphasizes learning through doing, and the assessment methods are set to encourage students to practice the innovation process. The course will have a dedicated online messaging channel for interactive discussion. Success of this course depends on your active participation in and effective contribution to case, class and discussions.
A+,A,A-	
B+,B,B-	
C+,C,C-	
D+,D	
F	

10. Course Grade Descriptors	
A+,A,A-	Candidate has consistently demonstrated a thorough grasp of the subject as evidenced by original or exceptionally astute analysis and synthesis, effort in acquiring and applying the course learning outcomes
B+,B,B-	Candidate has frequently demonstrated a substantial grasp of the subject and has demonstrated effort in acquiring the course learning outcomes
C+,C,C-	Some of the responses are well organized, clear but with insufficient elaboration
D+,D	Solutions to questions and problems containing unstructured but relevant observations. Candidate has shown marginally interest in the subject
F	Little evidence of basic familiarity with the subject, nor demonstration of sufficient effort

12. Required/Recommended Readings & Online Materials	
Reading	<p><b>Tom Kelley and David Kelley</b>, 2013, <i>"Creative Confidence: Unleashing the Creative Potential Within Us All,"</i> Publisher: Crown Business</p> <p><b>Roger Martin</b>, 2007, <i>"The Opposable Mind: How Successful Leaders Win through Integrative Thinking,"</i> Publisher: Harvard Business School Press</p>

13. Means / Processes for Student feedback on Course	
✓	Conducting mid-term survey in additional to SETL around the end of the semester
	Online response via Moodle site
	Others

14. Course Policy	
General requirements in plagiarism, academic honesty and attendance apply. Any lateness or absence to the class needs to have the lecturer(s) officially informed with sound reason – otherwise penalty in the form of mark deduction might apply.	

## 15. Additional Course Information

The course uses Slack (or equivalent) as a discussion platform to encourage constructive discussion and facilitate collaborative innovation. Lecturer(s) will help students throughout the innovation process and may provide students with optional channels of further understanding real-world businesses and the need for innovation.