

# COURSE DETAIL

## VALUES-DRIVEN INNOVATION

**Country**

Hong Kong

**Host Institution**

University of Hong Kong

**Program(s)**

University of Hong Kong

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

136

**UCEAP Course Suffix****UCEAP Official Title**

VALUES-DRIVEN INNOVATION

**UCEAP Transcript Title**

VALUES-DRIVEN INNOV

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course seeks to provide a platform for critical rethinking of the role of business in creating both business value and social value. Porter's "Shared Value Creation" is used as a broad framework to look into the building blocks of creating a win-win situation where economic success and societal benefits co-exist through innovative thinking and solutions. The course examines how to design innovative businesses that can respond to increasing demands for a fairer and better society, a greener environment and greater job satisfaction, whilst reducing costs, building customer loyalty, attracting and retaining talents, thus creating long-lasting value. Assessment: preparation, attendance, and participation; individual written assignments; group project; group debate.

### Language(s) of Instruction

English

### Host Institution Course Number

IIMT3626

### Host Institution Course Title

VALUES-DRIVEN INNOVATION

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

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