

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 courses 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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed

2021-2022

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