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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