

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

Creativity, Innovation & Entrepreneurship in China II (course code to be confirmed)

GENERAL INFORMATION

Instructor: Mr. Joseph CHAN

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Pre-requisites: NA

Co-requisites: Creativity, Innovation & Entrepreneurship in China I

Mutually exclusive: NA

Course Website: HKU Moodle

Other important details: NA

COURSE DESCRIPTION

This course is to provide students with a comprehensive study of economics, innovation, and entrepreneurship in the context of business practices in the Greater Bay Area in China (Guangdong Province, Hong Kong and Macau). It aims at developing students' understanding of the strategy and challenge of the entrepreneurial process in innovation, the practices of innovation and strategic inter-relationship among Hong Kong and other cities in Greater Bay Area, as well as the global vision for the future of technological economics. Specific focus is given to (1) the strategies and key skillsets of entrepreneurship in promoting and managing innovation for successful business; (2) Real-life experience and business practices of innovation in China according to different forms of entrepreneurship, such as start-ups and corporates; (3) Pioneering technologies, global innovation and the sustainability which will shed light to the future of technological economy in the world.

This course combines lectures, discussions, case studies, group projects and presentations. Students will be exposed to various opportunities to apply the principles of strategy and management to solve the issues in the innovation-related business, exploring the business opportunities and designing best business strategies from the perspective of entrepreneurs and managers. Students who are interested about the economics aspects of innovation and entrepreneurship, are recommended to take the course of Creativity, Innovation, and Entrepreneurship in China I.

*This is part of the summer programme (CIEC) where students will spend time in HK, and China (incl. 2 weeks in Shenzhen, Guangzhou and Macau) for workshops, visits, and interactive sessions with guest speakers.

COURSE OBJECTIVES

1. To develop an awareness and understanding of the process of innovation from the perspective of entrepreneurs and managers
2. To acquire different strategies and key skillsets about innovation and entrepreneurship
3. To be able to explore and design different business strategy according to different form of entrepreneurship
4. To develop global view of innovation and entrepreneurship
5. To acquire the practical experience in doing business in China

FACULTY GOALS				
Goal 1: Acquisition and internalization of knowledge of the programme discipline				
Goal 2: Application and integration of knowledge				
Goal 3: Inculcating professionalism and leadership				
Goal 4: Developing global outlook				
Goal 5: Mastering communication skills				
COURSE LEARNING OUTCOMES				
Course Learning Outcomes		Aligned Faculty Goals		
On completion of this course, students are able to:				
CLO1 Be familiar with the innovation-related business and economy in China, especially the Greater Bay Area		Faculty Goal 1, 2		
CLO2 Acquire the knowledge of strategies and skillsets of innovation and entrepreneurship		Faculty Goal 1, 2, 3		
CLO3 Acquire various experience and business practice related to innovation in China and be able to integrate it into designing business strategies in the future		Faculty Goal 1,2,4,5		
CLO4 Demonstrate ability of applying principles of strategy and management in problem solving in innovation-related business		Faculty Goal 1,2,3,4,5		
CLO5 Develop global view of innovation and be able to integrate it into understanding of entrepreneurial practices when doing business		Faculty Goal 1,2,3,4,5		
CLO6 Demonstrate effective written skills, communication skills, and team work skills through discussion, presentations, and paper writing.		Faculty Goal 3,5		
COURSE TEACHING AND LEARNING ACTIVITIES				
Course Teaching and Learning Activities		Expected contact hour	Study Load (% of study)	
T&L1. Lectures w/ interactive presentation (incl. ext guest speakers)		30	25	
T&L2. Reading, Case-based study and analysis		20	17	
T&L3. Tutorial and In-class interactive discussion		10	8	
T&L4. Business Model proposal and Project Planning		45	38	
T&L5. Presentations and Pitching		15	13	
Total		120	100%	
Assessment Methods		Brief Description (Optional)	Weight	Aligned Course Learning Outcomes
A1. Research and Analysis	Project-based assignments will include research and analysis, on innovation and entrepreneurship topics. The students will present their full project at the end of the course. Class participation and visits are expected where students are to take part in the interactive discussions.	15%	CLO1, CLO2, CLO3, CLO5	
A2. Project and Presentation		50%	CLO2, CLO3, CLO4, CLO6	
A3. Class Engagement and Practice in Group Discussion		35%	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6	
Total		100%		

STANDARDS FOR ASSESSMENT**Course Grade Descriptors**

A+, A, A-	Excellent (A) - Candidate has consistently demonstrated a thorough understanding and original view of the subject as evidenced by exceptionally astute analysis and synthesis. Authentic style has been established and shown in the project development.
B+, B, B-	Good (B) - Candidate frequently demonstrated a substantial understanding of the subject and has demonstrated his/her effort in achieving the project brief and requirement.
C+, C, C-	Fair (C) - Some of the responses are well organized, clear but with insufficient elaboration – there is significant room for improvement to achieve a more satisfactory level to the project course or project requirement.
D+, D	Pass (D)/Review - Solutions to questions and problems containing unstructured but relevant observations. Candidate has shown marginally interest in the subject and evidence of basic familiarity with the subject.
F	Fail - Little evidence of basic familiarity with the subject, nor demonstration of sufficient effort to basic project and course requirement.

Assessment Rubrics for Each Assessment (Please provide us the details in a separate file if the space here is not enough)1. **Research and Analysis: 15%**2. **Group Project and Presentation: 50%**

1 and 2, Information of the project and assessment method will be provided based on the handout. In general, these will be of equal importance: relevant and thorough analysis, development process, quality of works and presentation. Student to note that relevant trials and engagements are the key of success in this course. Simply submitting the project in the way as checklist 'box-ticking' will not be sufficient.

3. **Class Engagement and Practice in Group Discussion: 35%**

Effective participation is very important to guarantee the quality of the learning outcome. Basically, students' participation is evaluated through two aspects:

- a. **Attendance and punctuality:** This is the basic requirement of participation. Students are required to attend all the classes on time. Excused absence is allowed but has to notify the instructor at least one day ahead. Sick leave can be requested on the day of class.
- b. **Contribution of the discussion:** Discussion is a very important part of the learning process of this class. During the process of lectures and presentations, you are encouraged to ask questions, give comments that could lead the discussion to a new direction. Please be less concerned about the "right" or "wrong". The main purpose of discussion is to help students develop ability of systematic thinking and skills of effective communication. All of your contribution are valuable and will be tracked during the discussion.
- c. **Note:** If you are not comfortable of discussing in the class, please come to talk with the instructor during the consultation time. We can work together to get it solved.

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

The modules of this course are group into two major parts. The first part focuses on the major strategy and skillsets about innovation and entrepreneurship. Different innovation and business strategy will be discussed under different forms of entrepreneurship. The practice of firms and the strategic inter-relationship between Hong Kong and other cities in the Greater Bay Area in China will also be examined for better understanding the entrepreneurial issues in innovation economy. The second part of this course will focuses on discussing China's pioneering technology and the driven economy, the global development of innovation economy, as well as the

sustainability in the future.

Section 1 Strategy and Skillset for Innovation and Entrepreneurship: Experience in China

- 1.1 Design Thinking: General Skillsets for Innovation
- 1.2 Innovation Strategy: Start-up strategies, planning, risk and growth
- 1.3 Innovation Strategy: Corporate challenges, transformation and growth – from Hong Kong to Great Bay Area
- 1.4 Financing Strategy: Business model, Funding strategies and Investors/Shareholders' Value
- 1.5 Entrepreneurship Strategy: Venture Capital perspective
- 1.6 Entrepreneurship Strategy: Knowledge and Technology Transfer and Team management

Section 2 Innovation and the Future of China Economy

- 2.1 Pioneering Technology-driven Economy in China: Artificial Intelligence (AI), Quantum Information, Mobile Communications, Internet of Things (IoT) and Blockchain
- 2.2 Global Innovation and the Development of China
- 2.3 Sustainability and Smart City

REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS (e.g. journals, textbooks, website addresses etc.)

The recommended readings are drawn from the field of economics, innovation and entrepreneurship:

Books:

- Ron Adner, "The Wide Lens: A New Strategy For Innovation", NY: Portfolio Hardcover, 3/1/2011
- Robert D. Hisrich, Michael P. Peters, and Dean A. Shepherd, "Entrepreneurship", McGraw-Hill, 2012.
- John Bessant and Joe Tidd, "Innovation and Entrepreneurship", Wiley, 2016
- Barry Naughton, "The Chinese Economy: Transitions and Growth", MIT Press, 2007.
- Gregory C. Chow, "Chinas' Economic Transformation", Second Edition, Blackwell Publishing, 2007.
- Duening, Thomas N., Robert D. Hisrich and Michael A. Lechter. "Technology Entrepreneurship: Taking Innovation to the Marketplace." Academic Press, 2014
- Jeffrey A., Timmons, and Stephen Spinelli. "New Venture Creation: Entrepreneurship for the 21st Century." McGraw-Hill/Irwin, 2004
- Thiel, Peter. "Zero to One." Currency, 2014
- Chan, Kim, and Renee Mauborgne. "Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant." Harvard Business Review Press, 2005
- Johnson, Kevin D. "The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs" Johnson Media Inc., 2013
- Drucker, Peter. "Innovation and Entrepreneurship" Harper Business, 2006

Papers and articles:

- Romer, Paul M. 1990. "Endogenous Technological Change." *Journal of Political Economy* 98(5): S71-S102.
- Aghion, Philippe, and Peter Howitt. 1992. "A Model of Growth through Creative Destruction." *Econometrica* 60(2): 323-351.
- Mokyr, Joel. 2005. "The Intellectual Origins of Modern Economic Growth." *Journal of Economic History* 65(2): 285-351.

- Manso, Gustavo. 2011. "Motivating Innovation." *Journal of Finance* 66(5): 1823-1860.
- Lerner, Joshua, and Julie Wulf. 2007. "Innovation and Incentives: Evidence from Corporate R&D." *Review of Economics and Statistics* 89(4): 634-644.
- Novak, Sharon, and Scott Stern. 2008. "How Does Outsourcing Affect Performance Dynamics? Evidence from the Automobile Industry." *Management Science* 54(12): 1963-1979.
- Gallini, Nancy, and Suzanne Scotchmer. 2002. "Intellectual Property: What is the Best Incentive System." *Innovation Policy and the Economy* 2: 51-77
- Wright, Brian. 1983. "The Economics of Invention Incentives: Patents, Prizes, and Research Contracts." *American Economic Review* 73(4): 691-707.
- Kremer, Michael. 1998. "Patent Buyouts: A Mechanism for Encouraging Innovation." *Quarterly Journal of Economics* 113(4): 1137-1167.
- Scotchmer, Suzanne. 1991. "Standing on the Shoulders of Giants: Cumulative Research and the Patent Law." *Journal of Economic Perspectives* 5(1): 29-41.
- Sampat, Bhaven, and Heidi L. Williams. 2015. "How Do Patents Affect Follow-on Innovation? Evidence from the Human Genome." *NBER Working Paper* #21666.
- Galasso, Alberto, and Mark Schankerman. 2015. "Patents and Cumulative Innovation: Causal Evidence from the Courts." *Quarterly Journal of Economics* 130(1): 317-369.
- Budish, Eric, Benjamin N. Roin, and Heidi Williams. 2015. "Do Firms Underinvest in Long-Term Research? Evidence from Cancer Clinical Trials." *American Economic Review* 105(7): 2044-2085.
- Hall, Bronwyn H., and Rosemarie H. Ziedonis. 2001. "The Patent Paradox Revisited: An Empirical Study of Patenting in the US Semiconductor Industry, 1979-95." *RAND Journal of Economics* 32(1): 101-128.
- Hegde, Deepak, David C. Mowery, and Stuart J.H. Graham. 2009. "Pioneering Inventors or Thicket Builders: Which U.S. Firms Use Continuations in Patenting?" *Management Science* 55(7): 1214-1226.
- Aghion, Philippe, Nick Bloom, Richard Blundell, Rachel Griffith, and Peter Howitt. 2005. "Competition and Innovation: An Inverted U-Relationship." *Quarterly Journal of Economics* 120(2): 701-728.
- Gans, Joshua S., and Scott Stern. 2003. "The Product Market and the Market for Ideas: Commercialization Strategies for Technology Entrepreneurs." *Research Policy* 32: 333-350.
- Gilbert, Richard. 2006. "Looking for Mr. Schumpeter: Where Are We in the Competition-Innovation Debate?" *Innovation Policy and the Economy* 6: 159-215.
- Kortum, Samuel, and Joshua Lerner. 2000. "Assessing the Contribution of Venture Capital to Innovation." *RAND Journal of Economics* 31(4): 674-692.
- Hellmann, Thomas, and Manju Puri. 2000. "The Interaction between Product Market and Financing Strategy: The Role of Venture Capital." *Review of Financial Studies* 13(4): 959-984.
- Hellmann, Thomas, and Enrico Perotti. 2011. "The Circulation of Ideas in Firms and Markets." *Management Science* 57(10): 1813-1826.
- Hsu, David H. 2006. "Venture Capitalists and Cooperative Start-up Commercialization Strategy." *Management Science* 52(2): 204-219.
- Baumol, William J. 2002. "Entrepreneurship, Innovation and Growth: The David-Goliath Symbiosis." Working Paper, New York University.
- Gans, Joshua S., David H. Hsu, and Scott Stern. 2002. "When Does Start-up Innovation Spur the Gale of Creative Destruction?" *RAND Journal of Economics* 33(4): 571-586.
- Furman, Jeffrey L., Michael E. Porter, and Scott Stern. 2002. "The Determinants of National Innovative Capacity." *Research Policy* 31(6): 899-933.
- Delgado, Mercedes, Michael E. Porter, and Scott Stern. 2009. "Clusters, Convergence, and Economic Performance." Working Paper, MIT

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- ✓ The Student Evaluation of Teaching and Learning (SETL) questionnaire conducted by the University of Hong Kong
- ✓ Online response via Moodle site
- ✓ Others: Students are welcome to pass their suggestions and comments to the office of the Faculty of Business and Economics in the University of Hong Kong (please specify)

COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)

The Regulations of the University of Hong Kong on academic dishonesty will be strictly enforced! Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>

Academic dishonesty is the behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. Any type of academic dishonesty will not be tolerated, such as plagiarism, cheating, or unauthorized collaboration.

ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

Please note that the syllabus and schedules may be changed at the instructor's discretion.