

Symposium on Engaging Undergraduates in Research And Inquiry:

A scholarly Dialogue, May 20, 2011, HKUST

1. Project/Course title

[Developing a Complicated Understanding of the Real World through Strategy Capstone Projects](#)

2. Project/Course team

Name	Institute	Post	Department/ Division	E-mail
<i>Course Instructor/Project leader:</i> Prof Robert WRIGHT	Hong Kong Polytechnic University	Associate Professor of Strategy	Department of Management & Marketing	msrobert@polyu.edu.hk
<i>Members (if any):</i>				

BEFORE

3. Project/Course objectives (Intended Learning Outcomes) *(Suggested number of words 30-40 words)*

What did you intend students to learn from this project/course?

Solving real world issues requires students to develop a “complicated understanding” of messy issues / challenges and unsolved problems. Hence this course better prepares our students to deal with complex issues of our time.

DURING

4. Inquiry Based Learning Activities (*Suggested number of words: 75-85 words*)

What did students do (inquiry-based learning activities) during the course/project?

The course was deliberately designed from a paradoxical perspective – stretching students’ thinking to deal with contradictory issues in organizations. Students were expected to look beyond the scope of a given issue /challenge from different perspectives (diversity / differentiation) and then to find commonalities (integration) of ideas. The course advocated that the best ideas come from outside of our fields of enquiries in the generation of “connected-thinking” that fosters new ways of thinking and new ways of doing.

AFTER (*Suggested number of words for items 5 & 6: 50-60 words*)

5. How did you assess the effectiveness of students’ learning?

Please give an account of the assessment methods and results.

Emphasis placed on class engagement based on a set of core values on “Staying FOCUSED”. We also use WebCT platform to share readings from newspapers, Harvard Business Review, The Economist, Textbook examples, strategy-in-pictures, thinking about reflections etc... We looked for Connect-thinking recommendations in their term papers and in final exam answers using Knowledge Building Worksheets!

6. What were the major outcomes of this project/course? Do they match with your

Intended Learning Outcomes (objectives)?

Examples of outcomes include educational software, improvement in student learning or change in student attitude.

The ultimate end result of this course was to help shift our students’ thinking into new ways of thinking and new ways of doing through a process of nurturing a more “complicated understanding” of the real world. This helped our students think at a higher level and better prepared them for the Real World.





MM4311 Strategic Management

Welcome to our course. We hope you will find it both educationally stimulating and enjoyable. To find out about the course, its requirements and other valuable information, please click on the icon of your choice. **PLEASE BE REMINDED THAT YOU HAVE SIGNED A LEARNING CONTRACT WITH ME to help take our learning to a whole new level.** Let's stay F.O.C.U.S.E.D and enjoy the course together!



Big Rocks in our Day



Contents



bulletins



Our Textbook



Redefining Strategy (2005)



Strategy Video Cases



Gardening with the Dean



Take Time to Reflect



Strategy at Harvard



Strategy at Wharton



Strategy at INSEAD



Strategy at Stanford



From The Economist



PolyU's Strategic Plan



McKinsey Awards



10 Schools of Strategy



Dr. Robert Wright



The Economist Special Reports



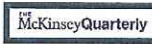
Learn to engage in discussion



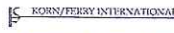
Be Up-to-Date!



Selling your Ideas



New Ways of Thinking



Korn/Ferry Int. Board Study



Porter Sforces Updated



HKIoD



UK Inst. of Directors



Australian Inst. of Coy Directors



Singapore Inst. of Directors



Strategy-as-Practice



Blue Ocean Strategy



Power of Business History



Fortune at the Bottom of the Pyramid



Critical Thinking



Prof. Williams: Competition Law in HK?



Corporate Governance in HK



Body for Life and Strategy?



Obama: Masterful Rhetoric



West Point (Leadership Training)



Strategy Guest Speakers



Leadership at CX During SARS



Are Business Schools to Blame?



OBWeb Podcasts



PolyU Tube



Strategic Management Society



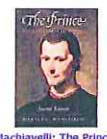
A Game of Strategy



Sun Tzu Art of War



Carl von Clausewitz ON WAR



Machiavelli: The Prince