



ISOM 1380 TECHNOLOGY AND INNOVATION: SOCIAL AND BUSINESS PERSPECTIVES

FALL 2026

Course Instructor	Dr. Yongsuk (“Yong”) KIM Dept. of Information Systems, Business Statistics, and Operations Management (ISOM)
Class Times and Location	L2: Mondays (13:30 – 14:50) & Fridays (09:00-10:20), LSK1007
Office Hours (Rm)	By appointment (LSK5045)
Email	yongskim@ust.hk
Teaching Assistant	

Course Overview and Objectives

“Most Innovations fail and companies that don’t innovate die.” - Chesbrough

Managing technology and innovation is essential to the survival and growth of modern firms, yet it remains a complex and high-stakes challenge. Even established market leaders often lose their competitive edge when they fail to adapt. Because there is no "one best way" to manage innovation, this course provides the strategic tools necessary to navigate this uncertainty.

This course is designed to achieve four primary objectives: (T-Taught, P-Practiced, M-Measured)

- **Critical Thinking & Curiosity:** We will challenge your long-held assumptions by posing "innovation puzzles." You will learn to bridge the critical gap between developing a breakthrough technology and achieving commercial success through wide adoption (T, P).
- **Strategic Frameworks:** You will be exposed to diverse concepts and frameworks that analyze technological innovation from both business strategy and social perspectives (T, P, M).
- **Applied Analysis:** You will apply these theoretical frameworks to a real-world company of your choice, culminating in a set of sound, implementable recommendations (T, P, M).
- **Learning Methodology:** To ensure a well-rounded educational experience, we utilize a mix of academic readings, interactive case discussions, in-class exercises, and a collaborative final team project (T, P, M).

About the Instructor

Professor Yong Kim is a faculty member of Information Systems at the HKUST Business School. He received his doctoral degree at the McCombs School of Business at the University of Texas at Austin. He also holds a master’s degree in Human Computer Interaction (HCI) from the University of Michigan at Ann Arbor. Prior to graduate studies, he worked at IBM Business Consulting Services. In his research, he investigates IT-enabled open innovation such as crowdsourcing and user innovation community and IT-enabled knowledge sharing in distributed organizations, and human-AI collaboration.

Course Materials

- No required textbook; refer to the reading materials on Canvas.

- Use the readings to deepen your understanding of the topics discussed in class. You are encouraged to work through them, but exam questions will not be drawn directly from the readings.

Course Requirements and Grading

Percent	Requirement
25%	Mid-term exam
25%	Final exam
25%	Project report
25%	In-class activity Project presentation (10%) Project checkpoints (5%) Class participation (10%)

Exams (50%)

There are two exams: one mid-term exam (25%) and one final exam (25%). The final exam is not cumulative: topics already covered on the mid-term will not be asked again. The exams will be based on the topics and related concepts taught during class.

Exams will combine true/false, multiple-choice, multiple-answer, and open-ended questions. Multiple-answer questions are graded all-or-nothing—no partial credit is awarded. Both exams are closed-book; no cheat sheet is permitted.

Project Report (25%) and Project Checkpoints (5%)

The final project is a collaborative effort designed to apply course frameworks to a real-world scenario. While specific project details will be announced in class, the following guidelines apply:

Teamwork & Accountability

- **Equal Contribution:** All team members are expected to contribute equally.
- **Peer Evaluation:** To ensure fairness, individual contributions will be assessed via peer evaluation at the end of the semester.
- **Conflict Resolution:** Group leaders should notify the instructor if the team encounters a serious "free-riding" problem that cannot be resolved internally.

1. Group Formation

- **Size:** Group size will be determined once enrollment is finalized.
- **Process:** Self-signup is encouraged. Students who have not joined a team by the deadline will be assigned to groups with available spots. Group formation will be finalized in class (S13, Oct 16).

2. Project Checkpoints (5%)

A short checkpoint keeps your project moving between group formation and the presentation sessions. Graded on completeness and responsiveness to feedback, not on polish.

3. Final Project Report (25%)

The report must provide significantly more depth and rigorous analysis.

- **Format:** A4 paper, 1-inch margins on all sides, single-spaced, 11pt, Times New Roman. Submit via Canvas.
- **Page Limit:** The main body of the report is limited to a maximum of 12 pages. The cover page, reference list, AI Usage Statement, and Roles and Responsibilities (R&R) statement are excluded from this limit. Everything else counts toward it, including the main content, appendices, diagrams, figures, and tables.
- **Citations:** Use in-text citations following APA style. Double-check that every entry in your reference list is correct—inaccurate references are a frequent source of penalty.
- **Structure:** Address the assignment questions in a holistic and integrated manner rather than a simple Q&A format.
- **Submission:** The report must be submitted online via Canvas by the due date, Dec 4. This is a group submission—only one member per group needs to submit on behalf of the whole team.
- **Required Last Page:** The final page of the report must include (1) an AI Usage Statement specifying the tools used, the prompts provided, and how the output was edited or integrated into your work, and (2) a Roles and Responsibilities statement describing each member's specific role and primary contributions.

Evaluation Criteria:

- **Design Logic & Coherence:** The proposal must hold together as a system. Each element should follow from the one before it, and the report should explain why the design works rather than only what it consists of.
- **Depth & Specificity:** Keep the analysis concrete and particular to your proposal. Argue your choices at the level of detail where they could actually go wrong; passages that could describe any project, or that restate your slides, earn no credit.
- **Reasoning & Evidence:** Support your claims. Evidence must be relevant to the specific point it is attached to, and the inference from evidence to conclusion must be visible rather than assumed.
- **Feasibility & Originality:** Be realistic under your stated constraints while offering something a competent team would not have arrived at by default. Both halves are required: originality that ignores feasibility, and feasibility with no distinguishing idea, are each capped.

Group Presentation (10%)

The presentation grade is split equally between individual performance and overall group effectiveness.

Format & Requirements

- **Duration:** 10 – 13 minutes per group. I will give a hand signal at the 12-minute mark; wrap up within the final minute so the last presenter is not shortchanged.
- **Participation:** Every group member must participate as a presenter.

- **Slides:** There is no required number of slides. To allow individual grading, clearly indicate on each slide the name of the member who will deliver it.
- **Session Attendance:** Attend only the presentation session you are scheduled for; do not sit in on other sessions.
- **Punctuality:** Arrive on time. Late arrival will affect your individual presentation grade.
- **Dress Code:** There is no dress code for these sessions.

Course Policies

Instructor-Student Communication

I encourage you to visit me during office hours (by appointment) to discuss course-related questions or concerns. If you cannot meet in person, please email me and ensure the subject line begins with "[ISOM 1380]".

- **Response Time:** I dedicate 30 minutes each weekday afternoon to address class emails. You can generally expect a response within 24 hours.
- **TA Support:** You are also encouraged to seek assistance from the TA.
- **Feedback:** I value your input on our classroom activities and learning process. Please feel free to share your thoughts on how I can further improve your learning experience.

Generative AI Usage

Generative AI (e.g., ChatGPT, DeepSeek, Gemini, Grok) is permitted for all graded work in this course except for examinations. However, its use must be transparent and ethically documented.

- **Disclosure & Citation:** You must properly cite and disclose any AI-generated content used in your submissions. This includes an "AI Usage Statement" on the last page of your report, specifying:
 1. The specific AI tool(s) used.
 2. The prompts provided to the AI.
 3. A brief description of how the AI output was edited or integrated into your final work.
- **Plagiarism:** Unattributed or improperly cited AI-generated material will be treated as plagiarism. Any violation of this policy will be handled strictly according to HKUST's academic integrity regulations.
- **Responsibility:** You are 100% responsible for the final output. AI-generated factual errors or "hallucinations" will be graded as your own work.

Classroom Etiquette

To ensure a productive learning environment for everyone, please adhere to the following:

- **Punctuality:** Please arrive on time.
- **Respect:** Value and respect the diverse views and opinions of your peers.
- **Devices:** Ensure mobile devices are turned off or set to silent.
- **Focus:** Avoid private conversations during class to prevent disturbing others.

- **Section Integrity:** Participation, attendance, group projects, and exams are valid only within your registered section; cross-section activities will not be recognized.

Grading & Re-grading

Exams and assignments are graded by the TA. If you believe there is a grading error:

1. **Initial Inquiry:** Email the TA within three days of receiving your grade.
2. **Escalation:** If the issue is not resolved, contact the professor via email (CC the TA). The subject line must start with “[ISOM 1380]” and include a clear justification for the re-grading request.
3. **Final Review:** If the professor re-grades the work, the new grade will be final—please note that the grade may increase, decrease, or stay the same.

Late Submission

To encourage timely progress, the following penalties apply to late assignments:

- **Penalty:** A 20% deduction of the total possible points for each day (or partial day) the assignment is late.
 - E.g., one day late results in a maximum score of 80%; two days late results in a maximum of 60%.
 - Submissions more than four days late will not receive credit.
- Please prepare in advance to avoid technical difficulties. If you have a known scheduling conflict, you are welcome to submit your work early.

Academic Integrity

Academic integrity entails absolute honesty in one’s intellectual efforts. HKUST places a strong emphasis on academic integrity and has introduced new regulations to back this up. Special attention will be put on academic integrity demonstrated when you take this course. You should be especially aware of the policies on cheating and plagiarism. Cheating is any action that violates University norms or an instructor’s guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments, or possessing unauthorized materials during an examination. Plagiarism involves the representation of another’s work as your own, for example: (a) submitting as one’s own any material that is copied from published or unpublished sources such as the Internet, print, computer files, audio disks, video programs or musical scores without proper acknowledgement that it is someone else’s; (b) paraphrasing another’s views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement; (c) submitting as one’s own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else. If you are unsure about what constitutes unauthorized help on an exam or assignment, or what information requires citation and/or attribution, please ask your professor. Violations may result in the failure of the assignment, failure of the course, and/or additional disciplinary actions.

For more information, please visit the website at <https://registry.hkust.edu.hk/resource-library/academic-integrity>.

Class Schedule (Tentative – Please refer to Canvas for the latest updates)

Each session has a module of its own on Canvas wherein you can find what to learn on that session and access assigned readings and class notes.

Session/Date		Topic
Session 1	Sep 4	Course Overview
Session 2	Sep 7	Innovation Lifecycle & Adoption I
Session 3	Sep 11	Innovation Lifecycle & Adoption II
Session 4	Sep 14	Innovation Lifecycle & Adoption III
Session 5	Sep 18	Innovation Lifecycle & Adoption IV
Session 6	Sep 21	Innovation Strategy & Capabilities I
Session 7	Sep 25	Innovation Strategy & Capabilities II
Session 8	Sep 28	Innovation Strategy & Capabilities III
Session 9	Oct 2	Developing Innovation I
Session 10	Oct 5	Developing Innovation II
Session 11	Oct 9	Final Project Orientation and Group Formation
Session 12	Oct 12	Mid-Term Exam Review
Session 13	Oct 16	Mid-Term Exam <i>Location/Time: TBA</i>
Session 14	Oct 19	Public Holiday – No class <i>(The day following the Chung Yeung Festival)</i>
Session 15	Oct 23	Organizing for Innovation I
Session 16	Oct 26	Organizing for Innovation II
Session 17	Oct 30	Promoting Innovation
Session 18	Nov 2	Open Innovation and User Innovation I NOTE: CHECKPOINT – Project Progress Report DUE
Session 19	Nov 6	Open Innovation and User Innovation II
Session 20	Nov 9	Social Impact & Ethics I
Session 21	Nov 13	Social Impact & Ethics II
Session 22	Nov 16	Protecting Innovation (Intellectual Property Management)
Session 23	Nov 20	Project Presentations I <u>NOTE: SUBMIT YOUR FINAL GROUP PROJECT PRESENTATION SLIDES</u>

Session/Date	Topic
Session 24 Nov 23	Project Presentations II
Session 25 Nov 27	Project Presentations III
Session 26 Nov 30	Wrap-up and Review for Final Exam
Dec 7 – 19	Final Exam (Location/Time: TBA)