



教與學發展中心  
CENTRE FOR TEACHING AND LEARNING  
香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG

# THE HANG SENG UNIVERSITY OF HONG KONG

## Innovation Project Competition 2020

### Briefing Session

Date: Tuesday, 21 January 2020

Time: 14:00 – 15:00

# Innovation Project Competition 2020

- \* The Innovation Project Competition is held by Centre for Teaching and Learning (CTL) of HSUHK.
- \* Aim: To promote a culture of innovation & creativity and enrich student learning experience at HSUHK.
- \* The submission should demonstrate the **creative** concepts, **innovative** design/modeling, as well as the **applicability** and **impact**.
- \* The entry can be in the form of a **conceptual model** or a **prototype**.
- \* Competition is organized in 3 areas:
  1. **Business Innovation**
  2. **Social Innovation**
  3. **Humanities Innovation**

# Who can apply?

- \* All current HSUHK undergraduate students are eligible to participate.
- \* Participants must form a project team with **a most three students.**



# Awards

- \* **Award Certificates** will be awarded to all selected teams
- \* **An entry in each group** will be selected for the HSUHK Project Competition **Excellence Award** – each team will receive **Cash HK\$5,000**
- \* **At most five projects** will be selected for HSUHK **Merit Award** – each team will receive **Cash HK\$2,000**
- \* Awarded Teams will be recommended to participate in the **pre-incubation programme** organized by Wu Jieh Yee Centre for Innovation and Entrepreneurship.

I'll be happy to give you innovative thinking.  
What are the guidelines?



# Area I - Business Innovation

## \* Business Innovation

Business innovation refers to implementing new ideas, deriving more effective processes, creating better products and services that can enhance the competitive advantage to grow and success of a business. Innovation involves the process of translating ideas into goods or services that create values and satisfy the needs and expectations of the customers. Innovation can occur in a wide spectrum of business disciplines including accounting, banking and finance, management, marketing, information system, and logistics and supply chain management as well as interdisciplinary field in business.



# Area II - Social Innovation

## \* Social Innovation

\*Social Innovation refers to the creation, development, adoption, and integration of new concepts and practices that address the changing social challenges. The social value created contributes the growth of communities and enhances their capacity to act. Innovation may be new ideas enhancing the understanding of human and society, such as political system, social relationship, social psychology, education, etc.



Organizers  
Co-organizers

**GUEST SPEAKER TALK  
BY MISS KIM LIM**

CO-FOUNDER OF THE PICHA PROJECT

TOPIC: THE LIFE OF A MUSING -  
THE STORY OF STARTING A SOCIAL  
ENTERPRISE FOR HELPING REFUGEES

DATE: 8 OCTOBER 2018 (MONDAY)  
TIME: 4:30PM-5:30PM  
VENUE: D204, HSMC

REGISTER BY QR CODE NOW

LANGUAGE: ENGLISH

ENQUIRIES:  
EMAIL: [ec@hsmc.edu.hk](mailto:ec@hsmc.edu.hk) TEL: 3961 5607/8

NOTE: INFO AT: [HTTPS://MUCIE.HSMC.EDU.HK](https://mucie.hsmc.edu.hk)

# Area III - Humanities Innovation

## \* *Humanities Innovation*

Humanities innovation is a new idea that contains the potential of its own realization in the form of cultural practices, intellectual movements, and forms of creative cooperation. The scope covers language, literature, art, philosophy, religion and some cross-categories such as photography, film or computer games. Innovation can be ideas reflect and enhance understanding of classics or constructing theory to understand important human value.





# Selection Criteria

## Selection Criteria:

1. Originality
2. Creativity
3. Innovativeness
4. Applicability
5. Impact

Innovativeness

Originality  
Selection  
Criteria

Creativity  
Applicability  
Impact

HSMC Innovation Project Competition Grading Rubric

Criteria	SCORE					
	1	2	3	4	5	6
<b>Originality</b> The quality or status of being original or the project.	No use of new ideas and originality. The project replicates other people's ideas, data and methods without giving credit. Follows rules, conventions and ideas in typical ways.	Lacking use of new ideas and originality. The project only introduces existing ideas, methods and implementations of other people with giving credit. And most ideas are redundant and predictable.	Little use of new ideas and originality. The project modifies existing ideas, methods and implementations of other people.	Some use of new ideas and originality. Originality only applies to limited areas (e.g. ideas, methods, implementations, etc.) in the project.	Good use of new ideas and originality. Originality applies to most/all areas (e.g. ideas, methods, implementations) in the project.	Exceptional use of new ideas and originality. All ideas, methods and implementations in the project are original. Successfully break rules and conventions. Use common materials or ideas in new, clever and surprising ways.
<b>Creativity</b> The capability or act of conceiving original or unusual ideas within the project.	The project shows no creativity in design.	The project shows poor creativity in design. The project is similar to other existing projects, it is flawed and predictable.	The project shows little creativity in design. A few original and creative touches are added to the project, it is still ordinary.	The project shows moderate creativity in design. A number of original and creative touches are added to the project, with some creative work and not identical with other projects.	The project shows good creativity in design. Many original and creative touches are added to the project, it seems fresh and standing out from others.	The project shows excellent creativity in design. The project is unique, does not look like the others, with creativity work, exciting and fresh.
<b>Innovativeness</b> The implementation or creation of the idea that has real-world value to the sector.	The project does not introduce changes/improvement in current practice. The impact of the project is not defined or evident.	The project only introduces little changes/improvement in the current practice. Generally no much value to the sector. The impact of the project is not defined or evident.	The project introduces modest changes/improvement in the current practice. People may consider it as one of the possible options in the sector. The impact of the project to the sector is unclear and not well-defined.	The project demonstrates timely changes/improvement in the current practice. People may consider it as one of the commonly accepted means in the sector. There is potential for exceptional impact to the sector at modest scale.	The project introduces great changes/improvement in the current practice. It is comprehensively adopted in the sector. There is potential for exceptional impact to the sector at larger scale.	The project introduces revolutionary changes/improvement in current practices, which give value, effectiveness and efficiency to the sector. People regard it as a valuable and competitive option. There is potential for clear positive impact to the sector.
<b>Applicability</b> The degree of usefulness of the project to the local problems or the sector.	The project will get no benefits to the sector. The project is not achievable and unrealistic in real situation.	It is uncertain how many people will be benefitted by the project. The project is difficult to achieve, it is costly to develop and time consuming for existing systems to adapt. Value and return are unpredictable, not sustainable.	The project will only benefit a small portion of people in the project. The project is costly to develop and time consuming for existing systems to adapt. With low value and return.	The project will benefit a number of people in the sector. The project is costly to develop and time consuming for existing systems to adapt. With considerable value and return.	The project will benefit most people in the sector. The project is achievable by spending a fair amount of money and time to develop. With considerable value and return.	The project will benefit all people in the sector. The project is easy to achieve, adaptable to existing systems, with low cost and time to develop. There is potential for clear positive impact to the sector.
<b>Impact</b> The marked effect or influence by the project.	The impact of the project is not defined or evident.	The impact of the project to the sector is unclear and not well-defined.	The impact of the project to the sector is limited.	There is potential for exceptional impact to the sector at modest scale.	There is potential for exceptional impact to the sector at larger scale.	There is potential for clear positive impact to the sector.

# Important Notes

- \* Submission Deadline: **Friday, 28 February 2020**
- \* Result Notification: **On the day of Award Ceremony**
- \* **Shortlisted project teams** may be invited to give a presentation
- \* All project teams are required to participate in a **public poster presentation** on the day of Award Ceremony
- \* **Award Ceremony** will be held in **April/May 2020** (to be confirmed)

# Enquiries

- \* For details please visit CTL Website at <https://ctl.hsu.edu.hk/hsuhk-innovation-project-competition-2020/>
- \* or any enquiries please contact us at [ctl@hsu.edu.hk](mailto:ctl@hsu.edu.hk) or contact **Mr William Yieu** at [williamyieu@hsu.edu.hk](mailto:williamyieu@hsu.edu.hk)



**Thank You**

**Any questions?**