

Subject Code	MM534
Subject Title	Entrepreneurship
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	IT Entrepreneurship and Legal Aspects at IT (COMP5531) and Creating and Managing SMEs in Hong Kong and China (MM536)
Objectives	This subject enables students to develop an entrepreneurial mindset and apply entrepreneurial thinking and concepts to business management.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. understand the economic and social impacts of entrepreneurship; b. apply the entrepreneurship knowledge to a new or existing company; c. use entrepreneurial thinking and skills to generate new market ideas and evaluate their market feasibility.
Subject Synopsis/ Indicative Syllabus	<p><u>Development of entrepreneurship</u> Definition and history of entrepreneurship; economic and social influences of entrepreneurship; the current status of entrepreneurship in selected countries.</p> <p><u>Entrepreneurial thought and action</u> Profiling the entrepreneur - traits, skills and activities analysis; entrepreneurial mindsets – learning from actions; business development strategies of entrepreneurs.</p> <p><u>Entrepreneurial failure and learning</u> Understanding entrepreneurial failure and their causes; principles to control and perceive failure – affordable loss, outcome control, and learning from failure.</p> <p><u>Idea generation, prototyping, and market validation</u> Design thinking concepts and methods for generating new ideas; skills in idea iteration and prototyping; Testing and evaluating entrepreneurial ideas in markets</p> <p><u>Launch and growth of entrepreneurial ventures</u> Key concepts in business model canvas; using business model canvas to figure out resources required for turning entrepreneurial ideas into real businesses.</p> <p><u>Hong Kong and global entrepreneurship</u> Understanding entrepreneurship in Hong Kong and visiting local start-up communities; analyzing how (de)globalization shapes entrepreneurship – supply chains, markets, and competition.</p> <p><u>Contemporary issues</u> Introduction to social entrepreneurship; corporate ventures and intrapreneurship; applying entrepreneurial thinking to established companies.</p>

Teaching/Learning Methodology	<p>The instructor will provide students with a structured lecture on the underlying theoretical framework and highlight the importance of each topical area exemplified with real-world cases. Students will be required to participate in discussion in the lectures and field trips to local entrepreneurship communities. Students will also form small groups and be guided to develop entrepreneurial ideas, evaluate the ideas in the market, and reflect on this entrepreneurial process in a final presentation.</p>																																														
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="424 353 1449 994"> <thead> <tr> <th data-bbox="424 353 802 524" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="802 353 949 524" rowspan="2">% weighting</th> <th colspan="3" data-bbox="949 353 1449 456">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="949 456 1123 524">a.</th> <th data-bbox="1123 456 1281 524">b.</th> <th data-bbox="1281 456 1449 524">c.</th> </tr> </thead> <tbody> <tr> <td data-bbox="424 524 802 591">Continuous Assessment*</td> <td data-bbox="802 524 949 591">100%</td> <td data-bbox="949 524 1123 591"></td> <td data-bbox="1123 524 1281 591"></td> <td data-bbox="1281 524 1449 591"></td> </tr> <tr> <td data-bbox="424 591 802 658">1. Individual reports</td> <td data-bbox="802 591 949 658">40%</td> <td data-bbox="949 591 1123 658">✓</td> <td data-bbox="1123 591 1281 658">✓</td> <td data-bbox="1281 591 1449 658">✓</td> </tr> <tr> <td data-bbox="424 658 802 725">2. Group project report</td> <td data-bbox="802 658 949 725">20%</td> <td data-bbox="949 658 1123 725">✓</td> <td data-bbox="1123 658 1281 725">✓</td> <td data-bbox="1281 658 1449 725">✓</td> </tr> <tr> <td data-bbox="424 725 802 792">3. Group presentation</td> <td data-bbox="802 725 949 792">20%</td> <td data-bbox="949 725 1123 792">✓</td> <td data-bbox="1123 725 1281 792">✓</td> <td data-bbox="1281 725 1449 792">✓</td> </tr> <tr> <td data-bbox="424 792 802 860">4. Peer evaluation</td> <td data-bbox="802 792 949 860">10%</td> <td data-bbox="949 792 1123 860">✓</td> <td data-bbox="1123 792 1281 860">✓</td> <td data-bbox="1281 792 1449 860">✓</td> </tr> <tr> <td data-bbox="424 860 802 927">5. In-class reflections</td> <td data-bbox="802 860 949 927">10%</td> <td data-bbox="949 860 1123 927">✓</td> <td data-bbox="1123 860 1281 927">✓</td> <td data-bbox="1281 860 1449 927">✓</td> </tr> <tr> <td data-bbox="424 927 802 994">Total</td> <td data-bbox="802 927 949 994">100 %</td> <td data-bbox="949 927 1123 994"></td> <td data-bbox="1123 927 1281 994"></td> <td data-bbox="1281 927 1449 994"></td> </tr> </tbody> </table> <p data-bbox="424 1014 1487 1077">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="424 1111 1487 1211">To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</p> <p data-bbox="424 1245 1487 1308">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="424 1346 1487 1413">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="424 1413 1487 1581">Individual reports require students to reflect on their field trips and apply entrepreneurship concepts to analyze new ventures. Group project reports and presentations require students to apply entrepreneurial thinking, methods and skills to generate new ideas and evaluate their market feasibility. In-class reflections assess the understanding of key concepts and methods presented in the lectures.</p>				Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			a.	b.	c.	Continuous Assessment*	100%				1. Individual reports	40%	✓	✓	✓	2. Group project report	20%	✓	✓	✓	3. Group presentation	20%	✓	✓	✓	4. Peer evaluation	10%	✓	✓	✓	5. In-class reflections	10%	✓	✓	✓	Total	100 %			
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Student Study Effort Expected	Class contact:																																														
	▪ Lectures		39 Hrs.																																												
	Other student study effort:																																														
	▪ Self-study		78 Hrs.																																												
	Total student study effort		117 Hrs.																																												
Reading List and References	<p data-bbox="424 1951 1487 2051"><u>Recommended textbook</u> Hisrich, R. D. (2016). <i>International Entrepreneurship: Starting, Developing, and Managing a Global Venture</i> (3rd ed.). Thousand Oaks, Calif.: SAGE Publications.</p> <p data-bbox="424 2085 1487 2098"><u>Journals</u></p>																																														

	Harvard Business Review MIT Sloan Business Review Entrepreneurship Theory and Practice Journal of Business Venturing Strategic Entrepreneurship Journal Strategic Management Journal
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