

Subject Code	MM5342
Subject Title	Innovation and Entrepreneurship
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	N/A
Objectives	This subject enables students to develop an innovative and entrepreneurial mindset and apply entrepreneurial techniques and frameworks in developing a new venture. Upon completion of the course, students will reflect on their leadership and management style as a startup co-founder, and their creator mindset is fostered through design thinking exercise. Students will learn the methodology of developing an innovative solution, crafting a sound business model and commercialization strategy to create and scale a sustainable venture locally and globally. Through the entrepreneurial group project and from listening to award-winning startup founders they will have the taste of creating and managing a venture that is ethical, sustained by governance and social responsibility (Creator Mindset - MBA Outcome 3 and Ethics, Responsibility and Sustainability – MBA Outcome 6).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. elaborate the economic and social impacts of entrepreneurship; b. apply the entrepreneurship knowledge to a new or existing company; c. generate new start-up ideas using entrepreneurial thinking and skills, evaluate their market feasibility, develop a funding strategy and business model and to pitch for resource
Subject Synopsis/ Indicative Syllabus	<p><u>Overview of entrepreneurship</u> Characteristic of entrepreneurship, startup ecosystem, attributes of founder and founding team formation; key success factors of intrapreneurship. Case study: Fujifilm</p> <p><u>Entrepreneurial thought and action</u> Entrepreneurial mindsets – learning from actions; business development strategies of entrepreneurs. Founder speaker series: 3-5 founders of award-winning startup are invited to share their startup journeys.</p> <p><u>Entrepreneurial failure and learning</u> Understanding entrepreneurial failure and their causes; principles to control and avoid traps of failure in starting and scaling the venture</p> <p><u>Idea generation 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>Lean 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. Case study: Owllet (NYSE: OWLT)</p> <p><u>Overview of entrepreneurial finance</u> An introduction of stages and strategy of fund raising; skills and research-proven technique in pitching.</p>

Teaching/Learning Methodology

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.

Assessment Methods in Alignment with Intended Learning Outcomes

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 a. Self-reflection b. Industry analysis	40%	✓	✓	
2. Group project report	20%	✓	✓	✓
3. Group presentation/pitching	20%	✓	✓	✓
4. Peer evaluation	10%	✓		
5. In-class discussions	10%	✓	✓	
Total	100 %			

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

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.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcomes:

Outcomes 3 and 6 are assessed by items 1, 2, 3, 4 and 5. Specifically, the “Individual Reports” assessment will capture students’ understanding of issues surrounding ethics, social responsibility, and sustainable development pertaining to the context of general management. Outcome 3 (creator mindset) is assessed by items 1b, 2, and 3 in which students will critically analyse market dynamics, trends and success factors to understand customer needs/want/gap to logically and creatively develop a startup plan/pitch. Outcome 3 (creator mindset) is also assessed by item 4 when students listen to the pitch, they are required to think critically about different aspects of the proposal (value proposition, financial projection, etc) from an investor perspective such as what is the reason to invest? Where could be the risk/weakness of the startup? Outcome 6 (ethic, responsibility and sustainability) is assessed by items 2 and 3 in which the report and pitch will capture how the startup is setup with proper governance, and to what extent the startup has incorporated social responsibility and been managed ethically.

Student Study Effort Expected	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Self-study & group project	78 Hrs.
	Total student study effort	117 Hrs.
Reading List and References	<p><i>Recommended reading</i> Eisenmann, T. (2021). <i>Why startups fail: A new roadmap for entrepreneurial success</i>. Currency.</p> <p><i>Journals</i> Harvard Business Review MIT Sloan Business Review Entrepreneurship Theory and Practice Journal of Business Venturing Strategic Entrepreneurship Journal Strategic Management Journal</p>	

August 2024