

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: 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="424 360 1449 1010"> <thead> <tr> <th data-bbox="424 360 802 461" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="802 360 948 461" rowspan="2">% weighting</th> <th colspan="3" data-bbox="948 360 1449 461">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="948 461 1123 528">a.</th> <th data-bbox="1123 461 1283 528">b.</th> <th data-bbox="1283 461 1449 528">c.</th> </tr> </thead> <tbody> <tr> <td data-bbox="424 528 802 595">Continuous Assessment*</td> <td data-bbox="802 528 948 595">100%</td> <td data-bbox="948 528 1123 595"></td> <td data-bbox="1123 528 1283 595"></td> <td data-bbox="1283 528 1449 595"></td> </tr> <tr> <td data-bbox="424 595 802 663">1. Individual reports</td> <td data-bbox="802 595 948 663">40%</td> <td data-bbox="948 595 1123 663">✓</td> <td data-bbox="1123 595 1283 663">✓</td> <td data-bbox="1283 595 1449 663">✓</td> </tr> <tr> <td data-bbox="424 663 802 730">2. Group project report</td> <td data-bbox="802 663 948 730">20%</td> <td data-bbox="948 663 1123 730">✓</td> <td data-bbox="1123 663 1283 730">✓</td> <td data-bbox="1283 663 1449 730">✓</td> </tr> <tr> <td data-bbox="424 730 802 797">3. Group presentation</td> <td data-bbox="802 730 948 797">20%</td> <td data-bbox="948 730 1123 797">✓</td> <td data-bbox="1123 730 1283 797">✓</td> <td data-bbox="1283 730 1449 797">✓</td> </tr> <tr> <td data-bbox="424 797 802 864">4. Peer evaluation</td> <td data-bbox="802 797 948 864">10%</td> <td data-bbox="948 797 1123 864">✓</td> <td data-bbox="1123 797 1283 864">✓</td> <td data-bbox="1283 797 1449 864">✓</td> </tr> <tr> <td data-bbox="424 864 802 931">5. In-class reflections</td> <td data-bbox="802 864 948 931">10%</td> <td data-bbox="948 864 1123 931">✓</td> <td data-bbox="1123 864 1283 931">✓</td> <td data-bbox="1283 864 1449 931">✓</td> </tr> <tr> <td data-bbox="424 931 802 1010">Total</td> <td data-bbox="802 931 948 1010">100 %</td> <td data-bbox="948 931 1123 1010"></td> <td data-bbox="1123 931 1283 1010"></td> <td data-bbox="1283 931 1449 1010"></td> </tr> </tbody> </table> <p data-bbox="424 1025 1487 1093">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="424 1122 1487 1189">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="424 1227 1487 1294">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="424 1301 1487 1469">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 2018 1487 2085"><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 2110"><u>Journals</u> Harvard Business Review MIT Sloan Business Review Entrepreneurship Theory and Practice</p>																																														

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