

<b>Subject Code</b>	MM534
<b>Subject Title</b>	Entrepreneurship
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	IT Entrepreneurship and Legal Aspects at IT (COMP5531) and Creating and Managing SMEs in Hong Kong and China (MM536)
<b>Role and Purposes</b>	This subject enables students to think critically in the application of entrepreneurship concepts.
<b>Subject Learning Outcomes</b>	Upon completion of the subject, students will be able to: a. apply the entrepreneurship knowledge to a new or existing company; b. use analytical and critical thinking skills to evaluate the feasibility of a business concept; c. develop the communication and critical thinking skills to present and respond to critical questions related to the business plan.
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b><u>Development of entrepreneurship and intrapreneurship</u></b> Definition of entrepreneurship and intrapreneurship; economic and non-economic influences on entrepreneurship; the current status of entrepreneurship in selected countries.</p> <p><b><u>Analysis of entrepreneur and intrapreneur</u></b> Profiling the entrepreneur/intrapreneur - traits, skills and activities analysis; innovation and the entrepreneur/intrapreneur; risk and rewards to the entrepreneur; entrepreneurial stress and coping mechanisms.</p> <p><b><u>Start-up small business</u></b> The entrepreneurial process and the start-up; entry value of small business; evaluation of start-up methods - buyout, franchise and starting from scratch.</p> <p><b><u>Growth and maturity of small business to medium and big companies</u></b> Survival value and retreat value of small business; promising entrepreneurial opportunities - export markets and technology transfer; operating characteristics of small business in the growth and maturity stages.</p> <p><b><u>Management techniques of small/medium business</u></b> Organisational planning; consideration of legal, financial, operational and marketing aspects; human resources management for small/medium business; preparing a business plan.</p> <p><b><u>Contemporary issues</u></b> Study of key factors leading to success and failure of small/medium business; new venture opportunities in a global environment; managing growth and transition.</p>

<b>Teaching/Learning Methodology</b>	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 undertake guided reading and group project, which will form the basis for student presentations in the later part of each class. Local entrepreneurs will be invited to give guest lectures.																																															
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="424 360 1449 1077"> <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 1126 528">a.</th> <th data-bbox="1126 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"><b>Continuous Assessment*</b></td> <td data-bbox="802 528 948 595"><b>100%</b></td> <td data-bbox="948 528 1126 595"></td> <td data-bbox="1126 528 1283 595"></td> <td data-bbox="1283 528 1449 595"></td> </tr> <tr> <td data-bbox="424 595 802 663">1. Individual assignment</td> <td data-bbox="802 595 948 663">20%</td> <td data-bbox="948 595 1126 663">✓</td> <td data-bbox="1126 595 1283 663">✓</td> <td data-bbox="1283 595 1449 663"></td> </tr> <tr> <td data-bbox="424 663 802 797">2. Group project report on New Venture Development</td> <td data-bbox="802 663 948 797">25%</td> <td data-bbox="948 663 1126 797">✓</td> <td data-bbox="1126 663 1283 797">✓</td> <td data-bbox="1283 663 1449 797">✓</td> </tr> <tr> <td data-bbox="424 797 802 864">3. Group presentation</td> <td data-bbox="802 797 948 864">25%</td> <td data-bbox="948 797 1126 864"></td> <td data-bbox="1126 797 1283 864"></td> <td data-bbox="1283 797 1449 864">✓</td> </tr> <tr> <td data-bbox="424 864 802 931">4. Peer appraisal</td> <td data-bbox="802 864 948 931">20%</td> <td data-bbox="948 864 1126 931">✓</td> <td data-bbox="1126 864 1283 931">✓</td> <td data-bbox="1283 864 1449 931">✓</td> </tr> <tr> <td data-bbox="424 931 802 999">5. Participation</td> <td data-bbox="802 931 948 999">10%</td> <td data-bbox="948 931 1126 999">✓</td> <td data-bbox="1126 931 1283 999">✓</td> <td data-bbox="1283 931 1449 999">✓</td> </tr> <tr> <td data-bbox="424 999 802 1077">Total</td> <td data-bbox="802 999 948 1077">100 %</td> <td data-bbox="948 999 1126 1077"></td> <td data-bbox="1126 999 1283 1077"></td> <td data-bbox="1283 999 1449 1077"></td> </tr> </tbody> </table> <p data-bbox="424 1093 1487 1160">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="424 1193 1487 1261">To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p data-bbox="424 1283 1487 1350"><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b></p> <p data-bbox="424 1350 1487 1552">Group project presentations and case analyses will require students to apply entrepreneurship concepts, communication skills and critical thinking to the kind of ambiguous issues and problems which arise in actual local and global business environment. Individual assignment will assess student's ability to use analytical and critical thinking skills to evaluate the feasibility of a business concept and their ability to evaluate contemporary issues and the ethical dimension.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			a.	b.	c.	<b>Continuous Assessment*</b>	<b>100%</b>				1. Individual assignment	20%	✓	✓		2. Group project report on New Venture Development	25%	✓	✓	✓	3. Group presentation	25%			✓	4. Peer appraisal	20%	✓	✓	✓	5. Participation	10%	✓	✓	✓	Total	100 %			
Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)																																														
		a.	b.	c.																																												
<b>Continuous Assessment*</b>	<b>100%</b>																																															
1. Individual assignment	20%	✓	✓																																													
2. Group project report on New Venture Development	25%	✓	✓	✓																																												
3. Group presentation	25%			✓																																												
4. Peer appraisal	20%	✓	✓	✓																																												
5. Participation	10%	✓	✓	✓																																												
Total	100 %																																															
<b>Student Study Effort Expected</b>	Class contact:																																															
	▪ Lectures		39 Hrs.																																													
	Other student study effort:																																															
	▪ Self-study		78 Hrs.																																													
	Total student study effort		117 Hrs.																																													
<b>Reading List and References</b>	<p data-bbox="424 1917 1487 1962"><u>Recommended textbook</u></p> <p data-bbox="424 1962 1487 2029">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 2051 1487 2096"><u>Journals</u></p> <p data-bbox="424 2096 1487 2123">Entrepreneurship and Regional Development</p>																																															

	Entrepreneurship Theory and Practice Harvard Business Review International Small Business Journal Journal of Business Venturing Journal of Enterprising Culture Journal of Small Business Management Strategic Entrepreneurship Journal Strategic Management Journal
--	---