

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)
Role and Purposes	This subject enables students to think critically in the application of entrepreneurship concepts.
Subject Learning Outcomes	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.
Subject Synopsis/ Indicative Syllabus	<p><u>Development of entrepreneurship and intrapreneurship</u> Definition of entrepreneurship and intrapreneurship; economic and non-economic influences on entrepreneurship; the current status of entrepreneurship in selected countries.</p> <p><u>Analysis of entrepreneur and intrapreneur</u> 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><u>Start-up small business</u> 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><u>Growth and maturity of small business to medium and big companies</u> 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><u>Management techniques of small/medium business</u> Organisational planning; consideration of legal, financial, operational and marketing aspects; human resources management for small/medium business; preparing a business plan.</p> <p><u>Contemporary issues</u> 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>

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 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.																																														
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="427 398 1449 1115"> <thead> <tr> <th data-bbox="435 409 802 499" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="810 409 946 499" rowspan="2">% weighting</th> <th colspan="3" data-bbox="954 409 1441 499">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="954 510 1121 566">a.</th> <th data-bbox="1129 510 1281 566">b.</th> <th data-bbox="1289 510 1441 566">c.</th> </tr> </thead> <tbody> <tr> <td data-bbox="435 577 802 633">Continuous Assessment*</td> <td data-bbox="810 577 946 633">100%</td> <td data-bbox="954 577 1121 633"></td> <td data-bbox="1129 577 1281 633"></td> <td data-bbox="1289 577 1441 633"></td> </tr> <tr> <td data-bbox="435 645 802 701">1. Individual assignment</td> <td data-bbox="810 645 946 701">20%</td> <td data-bbox="954 645 1121 701">✓</td> <td data-bbox="1129 645 1281 701">✓</td> <td data-bbox="1289 645 1441 701"></td> </tr> <tr> <td data-bbox="435 712 802 835">2. Group project report on New Venture Development</td> <td data-bbox="810 712 946 835">25%</td> <td data-bbox="954 712 1121 835">✓</td> <td data-bbox="1129 712 1281 835">✓</td> <td data-bbox="1289 712 1441 835">✓</td> </tr> <tr> <td data-bbox="435 846 802 902">3. Group presentation</td> <td data-bbox="810 846 946 902">25%</td> <td data-bbox="954 846 1121 902"></td> <td data-bbox="1129 846 1281 902"></td> <td data-bbox="1289 846 1441 902">✓</td> </tr> <tr> <td data-bbox="435 913 802 969">4. Peer appraisal</td> <td data-bbox="810 913 946 969">20%</td> <td data-bbox="954 913 1121 969">✓</td> <td data-bbox="1129 913 1281 969">✓</td> <td data-bbox="1289 913 1441 969">✓</td> </tr> <tr> <td data-bbox="435 981 802 1037">5. Participation</td> <td data-bbox="810 981 946 1037">10%</td> <td data-bbox="954 981 1121 1037">✓</td> <td data-bbox="1129 981 1281 1037">✓</td> <td data-bbox="1289 981 1441 1037">✓</td> </tr> <tr> <td data-bbox="435 1048 802 1104">Total</td> <td data-bbox="810 1048 946 1104">100 %</td> <td data-bbox="954 1048 1121 1104"></td> <td data-bbox="1129 1048 1281 1104"></td> <td data-bbox="1289 1048 1441 1104"></td> </tr> </tbody> </table> <p data-bbox="427 1137 1487 1193">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="427 1238 1487 1294">To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p data-bbox="427 1328 1487 1384">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="427 1395 1487 1597">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.	Continuous Assessment*	100%				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 %			
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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="427 1966 1487 2067"><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="427 2101 1487 2123"><u>Journals</u></p>																																														

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