

<b>Subject Code</b>	MM534	
<b>Subject Title</b>	Entrepreneurship	
<b>Level</b>	5	
<b>Credit(s)</b>	3	
<b>Mode of Study</b>	Lecture / Seminar	42 Hours
<b>Normal Duration</b>	1 Semester	
<b>Pre-requisite(s)</b>	Nil	
<b>Exclusion(s)</b>	IT Entrepreneurship and Legal Aspects at IT (COMP5531) or Creating and Managing SMEs in Hong Kong and China (MM536)	
<b>Consecutive Subjects</b>	Nil	
<b>Assessment</b>	Continuous Assessment	100%
<b>Minimum Pass Grade</b>	Continuous Assessment	D

### Objectives

This subject contributes to the achievement of the MBA Outcomes by enabling students to think critically in the application of entrepreneurship concepts, identify and resolve ethical issues as they arise in the context of doing business, and demonstrate a global outlook in developing business.

### Learning Outcomes

After completing this subject, students should be able to:

1. apply the entrepreneurship knowledge to a new or existing company;
2. use analytical and critical thinking skills to evaluate the feasibility of a business concept; and
3. develop the communication and critical thinking skills to present and respond to critical questions related to the business plan.

### Learning/ Teaching Approach

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.

### Indicative Assessment Tasks

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.

## **Keyword Syllabus**

### **Development of entrepreneurship and intrapreneurship**

Definition of entrepreneurship and intrapreneurship; economic and non-economic influences on entrepreneurship; the current status of entrepreneurship in selected countries.

### **Analysis of entrepreneur and intrapreneur**

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.

### **Start-up small business**

The entrepreneurial process and the start-up; entry value of small business; evaluation of start-up methods - buyout, franchise and starting from scratch.

### **Growth and maturity of small business to medium and big companies**

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.

### **Management techniques of small/medium business**

Organisational planning; consideration of legal, financial, operational and marketing aspects; human resources management for small/medium business; preparing a business plan.

### **Contemporary issues**

Study of key factors leading to success and failure of small/medium business; new venture opportunities in a global environment; managing growth and transition.

## **Indicative Reading**

### Textbook(s)

Hisrich, R. D., Peters, M. P. and Shepherd, D. A. (2008), *Entrepreneurship*, 7th edition, NY: McGraw-Hill/Irwin.

### Reference(s)

Entrepreneurship and Regional Development  
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 Management Journal