

Subject Description Form

Subject Code	COMP 5531
Subject Title	IT Entrepreneurship and Legal Aspects at IT
Credit Value	3
Level	5
Pre-requisite/Exclusion	Prerequisite: Nil Exclusion: MM534 Entrepreneurship or AF5506 Legal Aspects of Electronic Commerce
Objectives	<p>The objectives of this subject are to enable to:</p> <ol style="list-style-type: none"> 1. Explain the process of entrepreneurship; 2. Understand how to start and run a business in the IT industry; 3. Write a business plan; 4. Understand some principles of law related to Information Technology; 5. Understand some basics of PRC Law; and 6. Master “preventive law”. <p>This course does not promise the success of running your own company; but it definitely maximizes the <i>chance</i> of your success.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a) become familiar of the entrepreneurship process; and know different entrepreneurial skills; b) recognize the operations of running an IT company and able to develop a business plan; and c) recognize laws related to IT in HKSAR and PRC.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • A Framework for Entrepreneurship: <i>Defining Entrepreneurship:</i> Creation, Economic Organization, Risk and Uncertainty <i>Dimensions of Entrepreneurship:</i> Individuals, Environments, Organizations • International Environment: Political Factors, Macroeconomic Factors, Technological Factors, Sociodemographic Factors • Entrepreneurial Strategies: <i>Strategies:</i> Rent-Seeking Strategy, Growth Strategies, Quality as a Strategy <i>Industry Environments:</i> Emerging Environments, Transitional Environment, Maturing Industries, Declining Industries, Fragmented Industries • Business Plan: The Costs of Planning, The Benefits of

	<p>Business Planning, Management, Resources, Projections and Returns</p> <ul style="list-style-type: none"> • Entrepreneurial Skills: Negotiation Skills, Networking Skills, Buying and Selling a Business, Leadership Skills • Intellectual Property: Copyright law, Patent law, Trademark law, Trade Secret law • Law in Business: Contracts Law, Employees, Contractors and Consultants, The Laws of Defamation, Publicity, and Privacy • Cyber Law: Business Models for the Internet, Domain Names, Privacy Policies and Procedures, E-Commerce Laws, Linking, Framing and Caching, Using Multimedia on the Web, The Law of Email, Service Provider Liability, Protecting Your Intellectual Property Rights 																												
Teaching/Learning Methodology	Teaching and learning activities including self study, face-to-face/online tutorials, discussion forums, lab/workshop/seminar where applicable, are conducted to encourage interaction among the students and the subject lecturer.																												
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1"> <thead> <tr> <th rowspan="2">Specific Assessment Methods/Tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th></th> </tr> </thead> <tbody> <tr> <td>Assignments, Tests & Projects</td> <td>55</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Final Examination</td> <td>45</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Specific Assessment Methods/Tasks	% weighting	Intended subject learning outcomes to be assessed				a	b	c		Assignments, Tests & Projects	55	✓	✓	✓		Final Examination	45	✓	✓	✓		Total	100				
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Student study effort expected	<p>Class Contact:</p> <table border="1"> <tr> <td>Class activities (lecture, tutorial, lab)</td> <td>39 hours</td> </tr> </table> <p>Other student study effort:</p> <table border="1"> <tr> <td>Assignments, Quizzes, Projects, Exams</td> <td>65 hours</td> </tr> <tr> <td>Total student study effort</td> <td>104 hours</td> </tr> </table>	Class activities (lecture, tutorial, lab)	39 hours	Assignments, Quizzes, Projects, Exams	65 hours	Total student study effort	104 hours																						
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Reading list and references	<ol style="list-style-type: none"> (1). Kishel, G., 2005, How to start, run, and stay in business (4th), New York John Wiley, (2). Ferrera, G.R, Lichtenstein, SD, Reder, MEK, August, R and Schiano, W.T., 2001, Cyberlaw: text and cases, Cincinnati, Ohio: West/Thomson Learning (3). Marcella, A.J and Grenfield, R.S. (Ed), 2002 Cyber forensics : a field manual for collecting, examining, and preserving evidence of computer crimes, Boca Raton, Fla. : Auerbach. (4). Fishman, S., 2007, Web and Software development : a legal guide (5th), Berkeley : Nolo Press 																												

	(5). Brinson, J.D., 2000, Internet law and business handbook, Ladera Press
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