### Subject Description Form

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>COMP 5531</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject Title</td>
<td>IT Entrepreneurship and Legal Aspects at IT</td>
</tr>
<tr>
<td>Credit Value</td>
<td>3</td>
</tr>
<tr>
<td>Level</td>
<td>5</td>
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</tbody>
</table>
| Pre-requisite/Exclusion | Prerequisite: Nil  
Exclusion: MM534 Entrepreneurship or AF5506 Legal Aspects of Electronic Commerce |

#### Objectives
The objectives of this subject are to enable to:

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”.

This course does not promise the success of running your own company; but it definitely maximizes the chance of your success.

#### Intended Learning Outcomes
Upon completion of the subject, students will be able to:

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

- **A Framework for Entrepreneurship: Defining Entrepreneurship:** Creation, Economic Organization, Risk and Uncertainty
  
  **Dimensions of Entrepreneurship:** Individuals, Environments, Organizations

- **International Environment:** Political Factors, Macroeconomic Factors, Technological Factors, Sociodemographic Factors

- **Entrepreneurial Strategies:** Strategies: Rent-Seeking Strategy, Growth Strategies, Quality as a Strategy
  
  **Industry Environments:** Emerging Environments, Transitional Environment, Maturing Industries, Declining Industries, Fragmented Industries

- **Business Plan:** The Costs of Planning, The Benefits of
Business Planning, Management, Resources, Projections and Returns

- **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


## 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>
<thead>
<tr>
<th>Specific Assessment Methods/Tasks</th>
<th>% weighting</th>
<th>Intended subject learning outcomes to be assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments, Tests &amp; Projects</td>
<td>55</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>Final Examination</td>
<td>45</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>✔️ ✔️ ✔️</td>
</tr>
</tbody>
</table>

## Student study effort expected

**Class Contact:**
Class activities (lecture, tutorial, lab) 39 hours

**Other student study effort:**
Assignments, Quizzes, Projects, Exams 65 hours

Total student study effort 104 hours

## Reading list and references

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