

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="424 398 1447 1115"> <thead> <tr> <th data-bbox="424 398 799 499" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="807 398 943 499" rowspan="2">% weighting</th> <th colspan="3" data-bbox="951 398 1447 499">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="951 510 1118 566">a.</th> <th data-bbox="1126 510 1278 566">b.</th> <th data-bbox="1286 510 1447 566">c.</th> </tr> </thead> <tbody> <tr> <td data-bbox="424 577 799 633">Continuous Assessment*</td> <td data-bbox="807 577 943 633">100%</td> <td data-bbox="951 577 1118 633"></td> <td data-bbox="1126 577 1278 633"></td> <td data-bbox="1286 577 1447 633"></td> </tr> <tr> <td data-bbox="424 645 799 701">1. Individual assignment</td> <td data-bbox="807 645 943 701">20%</td> <td data-bbox="951 645 1118 701">✓</td> <td data-bbox="1126 645 1278 701">✓</td> <td data-bbox="1286 645 1447 701"></td> </tr> <tr> <td data-bbox="424 712 799 835">2. Group project report on New Venture Development</td> <td data-bbox="807 712 943 835">25%</td> <td data-bbox="951 712 1118 835">✓</td> <td data-bbox="1126 712 1278 835">✓</td> <td data-bbox="1286 712 1447 835">✓</td> </tr> <tr> <td data-bbox="424 846 799 902">3. Group presentation</td> <td data-bbox="807 846 943 902">25%</td> <td data-bbox="951 846 1118 902"></td> <td data-bbox="1126 846 1278 902"></td> <td data-bbox="1286 846 1447 902">✓</td> </tr> <tr> <td data-bbox="424 913 799 969">4. Peer appraisal</td> <td data-bbox="807 913 943 969">20%</td> <td data-bbox="951 913 1118 969">✓</td> <td data-bbox="1126 913 1278 969">✓</td> <td data-bbox="1286 913 1447 969">✓</td> </tr> <tr> <td data-bbox="424 981 799 1037">5. Participation</td> <td data-bbox="807 981 943 1037">10%</td> <td data-bbox="951 981 1118 1037">✓</td> <td data-bbox="1126 981 1278 1037">✓</td> <td data-bbox="1286 981 1447 1037">✓</td> </tr> <tr> <td data-bbox="424 1048 799 1104">Total</td> <td data-bbox="807 1048 943 1104">100 %</td> <td data-bbox="951 1048 1118 1104"></td> <td data-bbox="1126 1048 1278 1104"></td> <td data-bbox="1286 1048 1447 1104"></td> </tr> </tbody> </table> <p data-bbox="424 1126 1487 1193">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="424 1227 1487 1294">To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p data-bbox="424 1317 1487 1384">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="424 1384 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 %			
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 %																																														
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	<u>Textbook</u> Hisrich, R. D. (2013). <i>International Entrepreneurship: starting, developing, and managing a global venture</i> (2nd ed.). Thousand Oaks, Calif.: SAGE Publications.																																														

Journals

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 Entrepreneurship Journal

Strategic Management Journal