

Subject Description Form

Subject Code	BRE4999
Subject Title	Company Attachment
Credit Value	6
Level	4
Pre-requisite/ Co-requisite/ Exclusion	Creativity, Innovation and Entrepreneurship (LGT/MM3161)
Objectives	This subject provides students with hands-on experience in companies involved in innovation entrepreneurship in the context of real estate development industry. The subject aims to enable students to: 1. Observe and participate in the implementation and practice of innovation and entrepreneurship in context; and 2. Reflect on their experience and observation, and explore the implications of innovation and entrepreneurship in organizations and economies.
Intended Learning Outcomes <i>(Note 1)</i>	Upon completion of the subject, students will be able to: a. Critically identify the problems and competently assess business environments in the context of real estate development industry, and to develop innovative and effective solutions that capture emerging opportunities. b. Analyse the alignment of resources and interests of different stakeholders in the knowledge transfer process through effective communication.
Subject Synopsis/ Indicative Syllabus <i>(Note 2)</i>	Students will be assigned to work in an organization engaging in innovative or entrepreneurial activities in the context of real estate development industry. Students are required to apply knowledge and competence acquired in the classroom to: • Recognise the complexity surrounding the application of innovation and entrepreneurship. • Understand the potential and challenges of the implementation of innovation and entrepreneurship in real life. • Integrate concepts into practice. • Develop professional competence and skills relevant to their chosen fields/career aspirations on real estate development.
Teaching/Learning Methodology <i>(Note 3)</i>	A Departmental Company Attachment team will provide necessary support and assistance for students during the company attachment process. The team comprises a Departmental WIE Coordinator and relevant BRE administrative staff members. Particularly, this team will help students seek industrial placements and will ensure that there is an appropriate and effective learning process during the course of the subject.

	Through the Company Attachment, students will take part in activities relevant to innovation and entrepreneurship, under the supervision and guidance within the organizations to which they are assigned. In addition to technical and professional competence, students are required to approach the Company Attachment with an innovative and entrepreneurial mind set. Upon completion of the subject, the team will assess the attachment reports submitted by both the students and employers, to make sure that the Company Attachment has achieved the intended subject learning outcomes. Students will also be required to submit periodical reflection journals for his/her progress and performance assessment.						
Assessment Methods in Alignment with Intended Learning Outcomes <i>(Note 4)</i>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b			
	1. Personal Reflection Journal on “Innovation and Entrepreneurship” (maximum of 2,000 words)	35%	✓	✓			
	2. Personal Reflection Journal on “Company Attachment” (maximum of 2,000 words)	35%	✓	✓			
	3. Performance Assessment by Attachment Supervisors	30%	✓	✓			
	Total	100%					
To pass this subject, students are required to obtain Grade D or above. In order to assess the achievement of the intended subject learning outcomes, students are required to submit a Personal Reflection Journal on “Innovation and Entrepreneurship” and a Personal Reflection Journal on “Company Attachment”, including but not limited to the following major items: • Business of the company and its management structure. Duties and responsibilities of the student in the attachment; • Specific tasks and projects involved; • Contributions that the student has made; • Association between academic studies and industrial placement; and							

	• Reflection on personal growth, future career development planning and enhancement in the future learning process in relation to innovation and entrepreneurship. Explanation of the appropriateness of the assessment methods in assessing the intended subject learning outcomes: • A personal reflection journal is an appropriate tool to assess the extent and the depth of the lessons learned through an attachment/internship experience. It reveals how students can integrate concepts and information to solve problems. Students' ability to communicate effectively can also be assessed through journal writing. • The Company Attachment includes at least 200 hours of direct practice in organizations.	
Student Study Effort Expected	Class contact:	
	▪ Direct Practice	200 hours
	Other student study effort:	
	▪ Reading and Preparation Work	80 hours
	Total student study effort	280 hours
Reading List and References	Selected articles from journals including: • <i>Journal of Entrepreneurship</i> • <i>International Journal of Innovation and Technology Management</i> • <i>Harvard Business Review</i> • <i>McKinsey Quarterly</i> • <i>Sloan Management Review</i>	

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.