

Subject Description Form

Subject Code	COMP5924
Subject Title	IT Startup: From Idea to Business Plan
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	Prerequisite: Having completed 15 credits of study in the registered programme. (** Full-time students who have completed 9 credits of study may consider doing Startup Entrepreneurship from the second semester of their study.)
Objectives	This subject is intended to give students an opportunity to have a mock IT startup entrepreneurship by going through the process and addressing the issues of innovation, creativity, and entrepreneurship. It shall include clear presentation of idea, market review, feasibility study, and business plan writing. Students are expected to have adequate preparation in any information technology related area, by taking the pre-requisite subjects or equivalent.
Intended Learning Outcomes (Note 1)	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. practice their creativity and innovation b. identify ideas and/or issues in real life that are information technology related; c. learn to search for and analyse primary sources relevant to the idea conceived and/or the topic of study; d. apply certain principles and techniques of idea dissemination, opportunity analysis, business plan writing; and e. present, in both written and oral form, the idea, innovation and business plan.
Subject Synopsis/ Indicative Syllabus (Note 2)	Through different activities of the subject, students will study and practice the followings: <ul style="list-style-type: none"> - Discovering idea - Turning idea into startup - Learning from successful startup entrepreneurs - Identifying the actors of technological innovation - Writing action-driven business plan <p>Through the subject, students are expected to go through the entire process of creating a start-up from an idea. They will be asked to identify and evaluate different potential venture ideas to practice their creativity, carry out opportunity analysis that they choose to pursue, and define the business model. They will integrate knowledge and techniques they have acquired in preceding and concurrent subjects of study and develop their</p>

	<p>skill and new knowledge of the identified idea. They will practice their creativity, the ways to have a proof of concept and the process to communicate the idea of innovation and entrepreneurship.</p> <p>Students will also exercise project management methods to the planning, developing, and monitoring of progress. Upon completion of the subject, the students will need to communicate their work to others effectively and efficiently, through well-prepared business plans, presentations and demonstrations.</p>
<p>Teaching/Learning Methodology</p> <p><i>(Note 3)</i></p>	<p>A startup is a young company founded by one or more entrepreneurs to develop a unique product or service and bring it to market. Students can form teams of 1-3 members, and work on an information technology related startup idea under the supervision of a faculty member or an IT startup founder. Each group of students will explore an idea related to information technology in real life, either by their own choice or suggested by the supervisor.</p> <p>The teaching/learning methodology follows that of other project related subjects like COMP5923 Independent Study. Students are expected to work independently, show initiative, and take responsibility for the success of their work. They are required to hold regular meetings with the supervisor, at least once per fortnight, and produce regular progress reports as an integral part of the project documentation.</p> <p>In summary, students are expected to carry out the following tasks:</p> <ol style="list-style-type: none"> 1. Identify, evaluate and present different potential venture ideas, 2. Attending online IT startup entrepreneurship courses (e.g. TED talks and MOOC courses), 3. Present how the conceived idea is turned into a startup 4. Present an opportunity analysis of the proposed startup 5. Present an action-driven business plan <p>Note: The supervision arrangement is also subject to quota restriction and availability of faculty staff.</p> <p>Duration of course: One semester</p>

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	c	d	e	
	An IT startup idea dissemination plan	100	√	√	√	√	√	
	An action-driven business plan							
	Total	100						
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: Students will be assessed by both written report and presentation in these continuous assessment tasks.							
Student Study Effort Expected	Class Contact						0 hour	
	Other student study effort:							
	Regular meetings with supervisor, self-study, team discussion, report writing and presentation, etc						105 Hours	
	Total student study effort						105 Hours	
Reading List and References	1. https://www.coursera.org/courses?query=startup 2. https://www.youtube.com/results?search_query=TED+talk+startup							

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.