

Subject Description Form

Subject Code	COMP1BN03
Subject Title	Innovation and Entrepreneurship: The Rise of the ICT Industry in China
Credit Value	3
Level	1
Medium of Instruction	English
Pre-requisite and/or Exclusion(s)	Nil
Objectives	<p>Specific objectives of the subject:</p> <p>After joining the WTO in early 2000, China has been rapidly integrated into the global economy. To expand its domestic market and place less emphasis on export growth, innovative technological companies are emerging with new jobs and revenues created. Among the many technopreneurial industries, China's ICT industry is the largest manufacturing sector within the Chinese economy. Very often, Beijing's Zhongguancun is often hailed as China's new Silicon Valleys.</p> <p>The objectives of this subject are to introduce students of the significance of entrepreneurship and use the China ICT experience to elaborate the entrepreneurial process - from identifying innovations, evaluating good business opportunities to new venture start-up and growth issues, and proper entrepreneurial behaviour which is a critical success factor in new venture creation. This subject will first begin with the discussion of the entrepreneurial process in China. It then reviews how China has attained its leading position and presents a China's ICT development model with specific reference to the experiences of East Asian 'tigers'. It continues to show how the development of the IT industry was military-driven before 1978, and how subsequently Chinese policymakers, struggling with domestic market reform and challenged by trade liberalisation and globalisation, managed to push through ICT development strategies. Students will also learn about the recent advancement of IT developments in China.</p> <p>Assignments and projects will be centered on understanding of the innovative ideas and the processes for the established IT entrepreneurial companies in China. Case studies, invited speakers and company visits will be arranged to assist students to know the most recent on-going activities in this area.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> (a) learn the entrepreneurial process and its components; (b) recognise the factors leading to the proliferation of start-ups in China; (c) learn about the recent IT development and understand how and why entrepreneurs in China were able to start up information technology-based companies; and (d) contributing to group work in applying the knowledge learned for designing and drafting a business proposal to carry out an IT entrepreneurial project. <p>Relationship between the learning outcomes with the following three essential features: Literacy, Higher order thinking, and Life-long learning</p> <p>Literacy:</p>

	<p>This subject will require students to do some self-study as well as to both read relevant materials and to write critically about different issues in their own words and with their own thinking. Students will be required to understand the entrepreneurial process, appreciate the history of ICT development in China, review the economic environment during different periods, and to understand the success factors of the different IT entrepreneurial companies in China.</p> <p>Higher-Order Thinking: Learning outcomes (a) and (d) are designed to teach and to train students' higher-order thinking and problem-solving skills. Students will be required to critically review the success factors of entrepreneurial companies and the recent ICT developments. They would be asked to formulate a business plan for an ICT entrepreneurial project to reinforce their understanding. They will be required to research, contrast, present and defend conflicting points of view for why the success or failure of different ICT start-up companies in China.</p> <p>Life-Long Learning: As ICT progresses and becomes more ubiquitous, new opportunities would arise. Understanding the past development and being able to identify the critical success factors would lead to an advantageous position for entrepreneurial work. The knowledge learned in this subject will enable the student to meet these challenges effectively and motivate them to continue their learning in this area.</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> 1. What is entrepreneurship, evolution of entrepreneurship, entrepreneurial mindset and motivations for entrepreneurship 2. Rules and Entrepreneurship; the entrepreneurial process and its components: opportunity Identification and assessment; key personal; psychological, organisational, industrial and environmental characteristics; business growth issues. 3. The Puzzle of Entrepreneurship in China and the entrepreneurial process in China. 4. The Creation of the Electronics Industry: Military Driven Development 1949-1978; Dynamic Technological Catching-up and Challenges in Developing the Semiconductor Sector in China. 5. Twenty years of software development in China; Software industrialisation and globalisation: Opportunities and challenges for China. 6. Recent ICT developments in China such as social computing, cloud computing, mobile networks, location-based services and supercomputers; Factors influencing the transition: Education and intellectual property protection.
<p>Teaching/Learning Methodology</p>	<p>The subject material will be delivered through lectures, seminars, and tutorials.</p> <p>Lectures and Seminars will provide the main body of the subject material and will take an illustrative, case-based approach. Where appropriate, IT start-up companies and/or guest lectures will be used to give the subject material more relevancy to entrepreneurial development in China.</p> <p>Tutorials will provide students with the opportunity for more in-depth study and interaction on the lecture materials. Students will investigate, contrast, debate and present the cases and concepts from lectures through a number of exercises.</p> <p>Company visits in Cyberport and/or Science Park, when appropriate, would be arranged to enable students to appreciate and understand the set up and operations of IT entrepreneurial companies.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed			
			a	b	c	d
	1. Exercises and Assignments	30%	✓	✓	✓	
	2. Group project	30%			✓	✓
	2. Tests	40%	✓	✓	✓	
Total	100%					
Student Study Effort Expected	Class contact:					
	▪ Lectures and seminars		26Hrs.			
	▪ Tutorials		13 Hrs.			
	Other student study effort:					
	▪ Self study		31 Hrs.			
	▪ Assignments, exercises and projects		35 Hrs.			
	Total student study effort		105 Hrs.			
Reading List and Reference	1. Entrepreneurship: Theory, Process, & Practice. (2010). Asia-Pacific 2nd ed. Frederick, H; Kuratko D.F & Hodgetts, R.M. Publisher: Cengage Learning.					
	2. Lutao Ning. China's Rise in the World Information & Communication Technology Industry: Industrial Strategies and the Catch-up Development Model, Routledge, 2009.					
	3. Shang-Ling Jui. Innovation in China: The Chinese Software Industry, Routledge Contemporary China Series, 2010.					
	4. Yang, Keming Entrepreneurship in China, Ashgate Pub Company, 2007					