

Subject Description Form

Subject Code	DSAI4001
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. Through this subject, students will observe and participate in the implementation and practice of innovation and entrepreneurship in context. Students are to reflect on their experience and observation, and explore the implications of innovation and entrepreneurship in organizations and economies. Students will have the opportunity to experience how data science knowledge can be applied to different innovative industries through job training.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. Competently assess business environments, and to recognize innovative and effective solutions that capture emerging opportunities. b. Appreciate the alignment of resources and interests of different stakeholders in the knowledge transfer process through effective communication.
Subject Synopsis/ Indicative Syllabus	Students will be assigned to work in an organization engaging in innovative or entrepreneurial activities. Students are required to apply knowledge and competence acquired in the classroom to: • Appreciate the complexity surrounding the implementation of innovation and entrepreneurship. • Understand the potential as well as limitations of innovation and entrepreneurship. • Integrate concepts and practice. • Develop professional competence and skills relevant to the fields of data science and analytics.
Teaching/Learning Methodology	Through 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 mindset. Students will also be required to turn in periodical reflection journals.

Assessment Methods in Alignment with Intended Learning Outcomes	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	35%	✓	✓		
	2. Personal Learning Journal on Company Attachment	35%	✓	✓		
	3. Performance Assessment by Attachment Supervisors	30%	✓	✓		
	Total	100 %				
Student Study Effort Expected	Class contact:					
	▪ Direct Practice		200 Hrs.			
	Other student study effort:					
Reading List and References	▪ Reading and Preparation Work		80 Hrs.			
	Total student study effort		280 Hrs.			
Reading List and References	• Meghna Chhabra, Rohail Hassan and Amjad Shamim, Entrepreneurship and Big Data: The Digital Revolution, CRC Press, 2021					
	Selected articles from journals including:					
	• Harvard Business Review					
	• McKinsey Quarterly					
	• Sloan Management Review					