**Subject Description Form**

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| **Subject Code** | ISE376 |
| **Subject Title** | Entrepreneurship and Innovation |
| **Credit Value** | 3 |
| **Level** | 3 |
| **Pre-requisite/Co-requisite/Exclusion** | Nil |
| **Objectives** | The objectives of the subject are to enable the students to1. gain an overview of the concept of entrepreneurship and entrepreneurship strategies;
2. develop an awareness of the sources/processes of innovation;
3. develop the ability to analyze innovative business.
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| **Intended Learning Outcomes** | Upon completion of the subject, students will be able to1. understand entrepreneurship strategies in which innovation is an important part of business and corporate strategy;
2. recognize various types of innovations and their processes;
3. apply the techniques involved in assessing corporate ventures;
4. evaluate the management of innovative business development or processes from a strategic and contemporary viewpoint.
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| **Subject Synopsis/ Indicative Syllabus** | Entrepreneurship and Industry Analysis1. Overview of Entrepreneurship

This provides the fundamental concept of entrepreneurship and relevant issues.1. Understanding Industry Context and Entrepreneurship Strategies

This details the approaches to justify the industry context.This introduces the various strategies involved in the business development process.Innovation and Business Development1. Introduction of Innovation Types

Innovation styles and approaches are discussed.1. Implementation of Innovation

This discusses the approaches to integrate innovation in entrepreneurship. |
| **Teaching/Learning Methodology**  | The teaching/learning approach combines lectures, cases, and in-class activities. Each session includes a number of readings (required/optional) pertaining to the theme of the session. Lectures: Lectures are conducted to give students an overview of the fundamental concepts and theories.Case studies are given to students to facilitate the application of learned knowledge and interactive knowledge sharing.In-class activities include seminars by industrialists (in-person, online or pre-recorded interviews) and projects involving hands-on experience on the subject. |
| **Assessment Methods in Alignment with Intended Learning Outcomes** |

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| --- | --- | --- |
| Specific assessment methods/tasks  | % weighting | Intended subject learning outcomes to be assessed  |
| a | b | c | d |  |  |
| 1. Assignment
 | 20% | ✓ | ✓ |  |  |  |  |
| 1. Guided Project
 | 40% |  |  | ✓ | ✓ |  |  |
| 1. Online discussions
 | 10% | ✓ | ✓ | ✓ | ✓ |  |  |
| 1. In-class assessments
 | 10% | ✓ | ✓ | ✓ | ✓ |  |  |
| 1. Test
 | 20% | ✓ | ✓ | ✓ | ✓ |  |  |
| Total  | 100% |  |

The various forms of assessments/assignments allow students not only to understand the learned topics but also to reflect on the topics.* Assessment methods 1 & 4: Assignments, in-class activities and test(s) are used to assess students’ understanding of the basic concepts of the subject, students are also required to participate in in-class activities
* Assessment method 2: Project is used to assess the students’ ability in applying learned knowledge, that is, the techniques in assessing corporate ventures and the management of innovative entrepreneurship.
* Assessment method 3: Online discussions are to enhance students’ digital literacy skills, learn from multiple sources, and practice lifelong learning
* Assessment method 4: In-class assessments are based on student’s performance in asking and answering questions and participating in discussions in class
* Assessment method 5: Test is used to evaluate student’s accomplishment of the learning outcomes
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| **Student Study Effort Expected**  | Class contact |  |
| * Lectures / Test

3 hours/week x 7 weeks | 21 Hrs. |
| * Online activities
 | 15 Hrs. |
| * Project presentations
 | 3 Hrs. |
| Other student study efforts |  |
| * Individual reading and assignments
 | 42 Hrs. |
| * Project
 | 42 Hrs. |
| Total student study effort | 123 Hrs. |
| **Reading List and References** | 1. Swanson, L.A. 2017*, Entrepreneurship and Innovation Toolkit*, 3rd edition, Creative Common License.
2. Hisrich, R D, Peters, M P, & Shepherd, D A. 2016, *Entrepreneurship*, 10th edn, McGraw Hill.
3. Harvard Business Review’s 10 Most Reads on Business Model Innovation, Harvard Business Review, 2019.
4. Drucker, P.F. 2006, *Innovation and Entrepreneurship: Practice and Principles*, New York: Harper Business

Additional materials will be provided by the Subject Coordinator |