Subject Description Form

Subject Code	MM1031
Subject Title	Introduction to Innovation and Entrepreneurship
Credit Value	1
Level	1
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	This subject introduces students to the essential aspects of innovation and entrepreneurship in a digital world. The objective is to prepare the first-year students with an entrepreneurial mindset and apply innovative strategies to find creative solutions that benefit both organizations and society in the age of digital transformation, while also bolstering Hong Kong's position as a global hub for innovation and technology.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. demonstrate an elementary understanding of innovation and entrepreneurship; b. appreciate the importance of innovation and entrepreneurship in the local and global community; c. appreciate the applications and implications of the latest technologies on entrepreneurship and innovation; and d. identify ethical issues in entrepreneurship and innovation.
Subject Synopsis/ Indicative Syllabus	This subject is built upon three pillars – **Nature and importance of innovation and entrepreneurship** Defining innovation and entrepreneurship; differences between innovation and entrepreneurship; the importance of innovation and entrepreneurship in Hong Kong and beyond; entrepreneurship as a career path; ethical issues **Innovation** Technology and innovation; technology life cycle; diffusion of innovation; technology leadership and followership; assessing technology needs; making technology decisions; sourcing and acquiring new technologies; organizing for innovation **Entrepreneurship** Technology and entrepreneurship; design thinking; value proposition canvas; business model canvas; lean start-up

	Indicative Outline: *(A) Introduction* Videos (~10 minutes in total), plus discussion/activities/self-study in between the following topics • Defining innovation and entrepreneurship • Differences between innovation and entrepreneurship • The importance of innovation and entrepreneurship in Hong Kong and beyond • Entrepreneurship as a career path *(B) Innovation and entrepreneurship toolkit* Videos (~40 minutes in total), plus discussion/activities/self-study in between the following topics • Design Thinking • Value Proposition Canvas • Business Model Canvas • Lean Start-up (including MVP) *(C) Applications and implications of artificial intelligence on entrepreneurship and innovation* Videos (~40 minutes in total), plus discussion/activities/self-study in between the following topics • Hand-written digit recognition • Face detection • Stock price prediction • ROC Concept • Chatbot applications, e.g. customer service, enquiry handling in the customer journey • Latest A.I. development *(D) Applications and implications of blockchain technology on entrepreneurship and innovation* Videos (~40 minutes in total), plus discussion/activities/self-study in between the following topics • Defining blockchain technology • Background • Applications (e.g., verifying educational or employment credentials, intellectual property, smart contract, billing and revenue allocation, rights and royalties, history of ownership – critical minerals, diamond, fine art, garment, wine and spirits, supply chains, etc.) • Advantages and Disadvantages • Ethical implications (e.g., cryptojacking, co-ownership of illegal data, etc.) *(E) Applications and implications of Internet of Things technology on entrepreneurship and innovation* Videos (~40 minutes in total), plus discussion/activities/self-study in between the following topics • Defining Internet of Things technology • Background (from 1G to 5G) • Applications (e.g., daily life, manufacturing, retail, smart cities, etc.) • Advantages and Disadvantages

<table>
<tr><td></td><td>
Ethical implications (e.g., privacy, security, etc.)
<u>(F) Other Applications:</u>
Bio-technology and medical service
Guest Lecture or video recording will be arranged (Both online and off-time students are eligible to attend)

<u>(G) Managing technology for competitive advantage in a digital world</u>

Videos (~10 minutes in total), plus discussion/activities/self-study in between the following topics

Technology life cycle
Diffusion of innovation
Technology leadership and followership
Assessing technology needs
Making technology decisions
Sourcing and acquiring new technologies
Organizing for innovation

</td></tr>
<tr><td>Teaching/Learning Methodology</td><td>This subject is designed to be interactive, with short videos, cases, in-class discussions and activities interspersed throughout an introductory session and thirteen 1-hour seminars. Students are encouraged to go beyond the understanding of concepts, and to reflect on their learning process. Learning from the responses and feedback from their peers is also critical.</td></tr>
<tr><td>Assessment Methods in Alignment with Intended Learning Outcomes</td><td>
<table>
<tr><td rowspan="2">Specific assessment methods/tasks</td><td rowspan="2">% weighting</td><td colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</td></tr>
<tr><td>a</td><td>b</td><td>c</td><td>d</td></tr>
<tr><td>1. Quizzes</td><td>10%</td><td>✓</td><td></td><td></td><td>✓</td></tr>
<tr><td>2. Participation in discussion forum / journal</td><td>30%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr>
<tr><td>3. Personal Reflection</td><td>60%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr>
<tr><td>Total</td><td>100 %</td><td colspan="4"></td></tr>
</table>
Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Requiring students to answer multiple-choice questions at the end of each module is appropriate for helping the first-year students confirm their understanding of the concepts. The requirement of writing some textual responses is to assess the schema established by the students toward innovation and entrepreneurship.
</td></tr>
<tr><td>Student Study Effort Expected</td><td>
<table>
<tr><td>Class contact:</td><td></td></tr>
<tr><td>▪ One online introductory session, plus four online video modules, combined with in-class discussions and activities, interspersed throughout</td><td>13 Hrs.</td></tr>
<tr><td>Other student study effort:</td><td></td></tr>
</table>
</td></tr>
</table>

	▪ Self-study and preparation	20 Hrs.
	▪ Assignment	10 Hrs.
	Total student study effort	43 Hrs.
Reading List and References	Bateman, T. S., & Konopaske, R. (2021). *Management: Leading & collaborating in a competitive world.* NY: McGraw-Hill. Bamford, C., & Bruton, G. (2022). *Entrepreneurship: The art, science, and process for success.* McGraw-Hill. Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Hoboken, NJ: John Wiley & Sons. Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value proposition design: How to create products and services customers want.* Hoboken, NJ: John Wiley & Sons. Ries, E. (2011). *The lean start-up*. NY: Crown Business.	

July 2025