

## Subject Description Form

<b>Subject Code</b>	MM2901
<b>Subject Title</b>	GBA Immersion
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Exclusion: Field Study for Innovation Ecosystems (MM2902)
<b>Objectives</b>	<p>The objectives of this Immersion experience are to:</p> <ul style="list-style-type: none"> <li>• Introduce to students the latest trends in innovation and entrepreneurship in GBA;</li> <li>• Enhance students' competencies in project management, innovative problem solving, communication and teamwork; and</li> <li>• Nurture students' understanding and appreciation of the development of the innovation and entrepreneurship ecosystem in the GBA</li> </ul>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. Understand the business environment in GBA and recognise innovative and effective solutions that capture emerging opportunities; and</li> <li>b. Develop their competencies in project management, innovative problem solving, communication and teamwork.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>The Immersion subject takes place within 5 to 7 days. The contents may vary depending on the latest technological development, location, and participant interests. Nevertheless, the subject is built around two pillars:</p> <ol style="list-style-type: none"> <li>1. The awareness of the local, regional and national start-up ecosystem <ul style="list-style-type: none"> <li>• Overview of doing business in the Chinese Mainland</li> <li>• Stakeholders in the start-up ecosystem</li> <li>• Latest technological development trends</li> <li>• Government support and related policies</li> </ul> </li> <li>2. Entrepreneurial mindset in practice <ul style="list-style-type: none"> <li>• Entrepreneurship analytical skills</li> <li>• Creativity and problem-solving skills</li> <li>• Project management techniques</li> <li>• Team building and interpersonal skills</li> </ul> </li> </ol>

<p><b>Teaching/Learning Methodology</b></p>	<p><b>Lecture &amp; Sharing</b></p> <p>Industry professionals from respective disciplines will give lectures, while seasoned entrepreneurs in GBA will share their experiences.</p> <p><b>Workshop &amp; Field Study</b></p> <p>This is the key component of this Programme. After the workshop on prototyping and briefing of their assignments, students will form small groups and work in teams to go to markets or suppliers to source the necessary materials/suppliers and produce a prototype within the allowed budget under the guidance and facilitation of the instructors. The teams will deliver an oral presentation on their outcomes and demonstrate their prototypes.</p> <p>Regular small group interaction sessions with instructors are structured, and students are expected to take advantage of these opportunities to raise questions and discuss with teammates and instructors to develop further or refine ideas.</p> <p>The workshop allows students to work as a team to deliver results under a set of constraints, simulating the pressures and stresses of entrepreneurship. These work processes would help students develop self-understanding and competencies in working with others in the start-up context.</p> <p>The teams' field study also allows students to develop practical intelligence and tactics for doing business on the Chinese mainland through the sourcing and prototyping processes.</p> <p><b>Site Visit</b></p> <p>The site visit provides students with the opportunity to understand the development path of renowned technology enterprises and start-ups in GBA. During the visit, students must submit individual reflection reports on their experiences.</p>
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<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="2">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> </tr> </thead> <tbody> <tr> <td>1. Participation in Lecture, Sharing and Site Visits</td> <td>30%</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Individual Reflection Journal</td> <td>30%</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Group Project and Presentation</td> <td>40%</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> </tr> </tbody> </table>			Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		a	b	1. Participation in Lecture, Sharing and Site Visits	30%	✓	✓	2. Individual Reflection Journal	30%	✓	✓	3. Group Project and Presentation	40%	✓	✓	Total	100 %		
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<p>To pass this subject, students must obtain a Grade of D or above.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ul style="list-style-type: none"> <li>• Active participation in the lectures and visits is critical to the learning experience for all. It will also be a good indicator of the extent to which students take ownership of developing their innovation and entrepreneurship competencies.</li> <li>• Individual reflection is an excellent tool to assess the extent and the depth of the lesson learned through an experience. It reveals how students can integrate concepts and information to solve problems. Students' ability to communicate effectively can also be assessed.</li> <li>• Group projects and presentations directly assess students' project management, problem-solving, communication, and teamwork competencies.</li> </ul>																									
<b>Student Study Effort Expected</b>	Class contact:																								
	▪ Lecture & Sharing	6 Hrs.																							
	▪ Workshop & Field Study	21 Hrs.																							
	▪ Site Visits	15 Hrs.																							
	Other student study efforts:																								
	▪ Reading and Preparation Work	80 Hrs.																							
	Total student study effort	122 Hrs.																							

**Reading List and  
References**

Michelini, M. 2015. *Destination China: Entrepreneur's Journey from Wall Street to Business in China*. Life is Short Do it Now Publishing.

Ambler, T., Witzel, M., & Xi, C. 2017. *Doing Business in China* (4th ed.). Routledge.

Atherton, A., & Newman, A. 2018. *Entrepreneurship in China. The Emergence of the Private Sector*. Routledge.

Lindtner, S. M. 2020. *Prototype Nation. China and the Contested Promise of Innovation*. Princeton University Press.

Selected articles from journals including:  
*Harvard Business Review*  
*Mckinsey Quarterly*  
*Sloan Management Review*

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