

Subject Description Form

Subject Code	MM4392
Subject Title	Innovation and Entrepreneurship Project
Credit Value	3
Level	4
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	This course aims to train students in the knowledge and skills to create an innovative/entrepreneurial proposal and test the plan's viability through participation in innovation and entrepreneurship competitions.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Demonstrate creative thinking in idea expression and presentation b. Identify and analyze how to create values in goods and services in marketing c. Specify parameters of strategic choice within which business organizations set objectives and take actions
Subject Synopsis/ Indicative Syllabus	<p>The first part of the course focuses on giving students an understanding and overview of the research, prototyping, testing and implementation process and practice.</p> <p>The second part of the course requires students to work in teams to prepare a proposal through evidence collection and investigation. The instructor will monitor the progress through consultation.</p> <p>The third part of the course requires the student teams to complete and give a proposal presentation.</p>
Teaching/Learning Methodology	<p>The instructor will use lectures to introduce the planning tools to students. Also, students can consult the instructor to seek advice on their proposal.</p> <p>The instructor will arrange guest talks to share innovators' and entrepreneurs' experiences with the students.</p> <p>The arrangement of field visits will help students to understand the start-up/innovative companies' operation.</p> <p>As an assessment, the instructor can gauge the individual's learning progress in their assignments.</p> <p>Moreover, the instructor can assess individuals' participation as a formative assessment of a group project report and presentation. The teams must set the objectives to offer a quality proposal to apply for the PolyU funding schemes and participate in the open competition.</p>

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	c
	Continuous Assessment	100%			
	1. Individual Assignments	30%	✓	✓	✓
	2. Group Report	30%	✓	✓	✓
	3. Group Presentation	20%	✓	✓	✓
	4. Participation	20%	✓	✓	✓
	Total	100 %			
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students must obtain a Grade of D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes. There are various ways to ensure that all students taking this subject are:</p> <ul style="list-style-type: none"> ▪ actively engaging in developing the proposal with the team members through the consultative sessions; ▪ inspire by entrepreneurs and innovators sharing in guest talks and field visits. ▪ getting immediate feedback after submitting the partial proposal at various stages of the project process; ▪ getting the input on the viability of their plans after the final presentation 					
Student Study Effort Expected	Class contact:				
	▪ Lectures		39Hrs.		
	▪ Guest Talks		3Hrs.		
	Other student study efforts:				
	▪ Consultation		12Hrs.		
	▪ Field visits		6Hrs.		
	▪ Preparation for group projects		60Hrs.		
	The total student study effort		120Hrs.		

<p>Reading List and References</p>	<p><i>Recommended Textbooks and References</i></p> <p>Cornwall, Jeffrey R, & Scarborough, Norman M. (2019). Essentials of entrepreneurship and small business management. Pearson Education.</p> <p>Kaplan, J., & Warren, A. (2020). Patterns of entrepreneurship management (6th ed.). Hoboken, NJ: John Wiley & Sons.</p> <p>Kuratko, D. (2020). Entrepreneurship: Theory, process, practice (11th ed.). Boston, MA: Cengage.</p> <p>Schilling, M. (2020). Strategic management of technological innovation (Sixth ed.). New York, NY: McGraw-Hill Education.</p> <p>White, M., & Bruton, G. (2017). The management of technology and innovation: A strategic approach (3rd ed.). Mason, OH: South-Western Cengage Learning.</p>
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