

Subject Code	MM5342
Subject Title	Innovation and Entrepreneurship
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	N/A
Objectives	This subject enables students to develop an innovative and entrepreneurial mindset and apply entrepreneurial techniques and frameworks in developing a new venture. Upon completion of the course, students will reflect on their leadership and management style as a startup co-founder, and their creator mindset is fostered through design thinking exercise. Students will learn the methodology of developing an innovative solution, crafting a sound business model and commercialization strategy to create and scale a sustainable venture locally and globally. Through the entrepreneurial group project and from listening to award-winning startup founders they will have the taste of creating and managing a venture that is ethical, sustained by governance and social responsibility (Creator Mindset - MBA Outcome 3 and Ethics, Responsibility and Sustainability – MBA Outcome 6).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. elaborate the economic and social impacts of entrepreneurship; b. apply the entrepreneurship knowledge to a new or existing company; c. generate new start-up ideas using entrepreneurial thinking and skills, evaluate their market feasibility, develop a funding strategy and business model and to pitch for resource
Subject Synopsis/ Indicative Syllabus	<p><u>Overview of entrepreneurship</u> Characteristic of entrepreneurship, startup ecosystem, attributes of founder and founding team formation; key success factors of intrapreneurship. Case study: Fujifilm</p> <p><u>Entrepreneurial thought and action</u> Entrepreneurial mindsets – learning from actions; business development strategies of entrepreneurs. Founder speaker series: 3-5 founders of award-winning startup are invited to share their startup journeys.</p> <p><u>Entrepreneurial failure and learning</u> Understanding entrepreneurial failure and their causes; principles to control and avoid traps of failure in starting and scaling the venture</p> <p><u>Idea generation and market validation</u> Design thinking concepts and methods for generating new ideas; skills in idea iteration and prototyping; testing and evaluating entrepreneurial ideas in markets.</p> <p><u>Lean launch and growth of entrepreneurial ventures</u> Key concepts in business model canvas; using business model canvas to figure out resources required for turning entrepreneurial ideas into real businesses. Case study: Owllet (NYSE: OWLT)</p> <p><u>Overview of entrepreneurial finance</u> An introduction of stages and strategy of fund raising; skills and research-proven technique in pitching.</p>

Teaching/Learning Methodology	<p>The instructor will provide students with a structured lecture on the underlying theoretical framework and highlight the importance of each topical area exemplified with real-world cases. Students will be required to participate in discussion in the lectures and field trips to local entrepreneurship communities. Students will also form small groups and be guided to develop entrepreneurial ideas, evaluate the ideas in the market, and reflect on this entrepreneurial process in a final presentation.</p>																																														
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="424 353 1449 1099"> <thead> <tr> <th data-bbox="424 353 802 454" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="802 353 948 454" rowspan="2">% weighting</th> <th colspan="3" data-bbox="948 353 1449 454">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="948 454 1123 521">a.</th> <th data-bbox="1123 454 1283 521">b.</th> <th data-bbox="1283 454 1449 521">c.</th> </tr> </thead> <tbody> <tr> <td data-bbox="424 521 802 589">Continuous Assessment*</td> <td data-bbox="802 521 948 589">100%</td> <td data-bbox="948 521 1123 589"></td> <td data-bbox="1123 521 1283 589"></td> <td data-bbox="1283 521 1449 589"></td> </tr> <tr> <td data-bbox="424 589 802 723">1. Individual reports a. Self-reflection b. Industry analysis</td> <td data-bbox="802 589 948 723">40%</td> <td data-bbox="948 589 1123 723">✓</td> <td data-bbox="1123 589 1283 723">✓</td> <td data-bbox="1283 589 1449 723"></td> </tr> <tr> <td data-bbox="424 723 802 790">2. Group project report</td> <td data-bbox="802 723 948 790">20%</td> <td data-bbox="948 723 1123 790">✓</td> <td data-bbox="1123 723 1283 790">✓</td> <td data-bbox="1283 723 1449 790">✓</td> </tr> <tr> <td data-bbox="424 790 802 891">3. Group presentation/pitching</td> <td data-bbox="802 790 948 891">20%</td> <td data-bbox="948 790 1123 891">✓</td> <td data-bbox="1123 790 1283 891">✓</td> <td data-bbox="1283 790 1449 891">✓</td> </tr> <tr> <td data-bbox="424 891 802 958">4. Peer evaluation</td> <td data-bbox="802 891 948 958">10%</td> <td data-bbox="948 891 1123 958">✓</td> <td data-bbox="1123 891 1283 958"></td> <td data-bbox="1283 891 1449 958"></td> </tr> <tr> <td data-bbox="424 958 802 1025">5. In-class discussions</td> <td data-bbox="802 958 948 1025">10%</td> <td data-bbox="948 958 1123 1025">✓</td> <td data-bbox="1123 958 1283 1025">✓</td> <td data-bbox="1283 958 1449 1025"></td> </tr> <tr> <td data-bbox="424 1025 802 1099">Total</td> <td data-bbox="802 1025 948 1099">100 %</td> <td data-bbox="948 1025 1123 1099"></td> <td data-bbox="1123 1025 1283 1099"></td> <td data-bbox="1283 1025 1449 1099"></td> </tr> </tbody> </table> <p data-bbox="424 1115 1487 1182">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="424 1216 1487 1317">To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</p> <p data-bbox="424 1350 1487 1417">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="424 1451 1487 1518">Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcomes:</p> <p data-bbox="424 1552 1487 1865">Outcomes 3 and 6 are assessed by items 1, 2, 3, and 5. Specifically, the “Individual Reports” assessment will capture students’ understanding of issues surrounding ethics, social responsibility, and sustainable development pertaining to the context of general management. Outcome 3 (creator mindset) is assessed by items 1b, 2, and 3 in which students will critically analyse market dynamics, trends and success factors to understand customer needs/want/gap to logically and creatively develop a startup plan/pitch. Outcome 6 (ethic, responsibility and sustainability) is assessed by items 2 and 3 in which the report and pitch will capture how the startup is setup with proper governance, and to what extent the startup has incorporated social responsibility and been managed ethically.</p>				Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			a.	b.	c.	Continuous Assessment*	100%				1. Individual reports a. Self-reflection b. Industry analysis	40%	✓	✓		2. Group project report	20%	✓	✓	✓	3. Group presentation/pitching	20%	✓	✓	✓	4. Peer evaluation	10%	✓			5. In-class discussions	10%	✓	✓		Total	100 %			
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Student Study Effort Expected	Class contact:																																														
	▪ Lectures		39 Hrs.																																												
	Other student study effort:																																														

	▪ Self-study & group project	78 Hrs.
	Total student study effort	117 Hrs.
Reading List and References	<p><u>Recommended reading</u> Eisenmann, T. (2021). <i>Why startups fail: A new roadmap for entrepreneurial success</i>. Currency.</p> <p><u>Journals</u> Harvard Business Review MIT Sloan Business Review Entrepreneurship Theory and Practice Journal of Business Venturing Strategic Entrepreneurship Journal Strategic Management Journal</p>	

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