

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2024/25**

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**Part I Course Overview**

<b>Course Title:</b>	Entrepreneurship and Business Planning
<b>Course Code:</b>	COM5406
<b>Course Duration:</b>	1 Semester
<b>Credit Units:</b>	3
<b>Level:</b>	P5
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> (Course Code and Title)	Nil
<b>Precursors:</b> (Course Code and Title)	Nil
<b>Equivalent Courses:</b> (Course Code and Title)	Nil
<b>Exclusive Courses:</b> (Course Code and Title)	Nil

## Part II Course Details

### 1. Abstract

This course aims to:

- provide students with a well-rounded understanding of entrepreneurship and business planning
- equip students with theoretical and conceptual knowledge related to entrepreneur principles and strategic management;
- develop students' practical skills in creating, evaluating, and crafting business models and familiarize them with phases of business operations.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe the importance and process of creating and crafting business models;		✓		
2.	Explain basic principles of entrepreneurship and fundamental concepts applied in business planning context;		✓		
3.	Apply theoretical concepts and models to real-world practices in business planning and management;			✓	✓
4.	Hone practical skills in navigating the business contexts, identifying business problems and opportunities, and developing and pitching business plans			✓	✓
		100%			

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Lectures	Key concepts and knowledge of entrepreneurship and business planning.	✓	✓	✓	✓	
Workshops	Business people are invited to share their practical experience to enable students to comprehend how principles and concepts are applied in real life situations.	✓	✓	✓	✓	
Consultation	Consultation with lecturer is organized so that students can have either individual based or team based discussion and sharing.	✓	✓	✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
<b>Class participation:</b> Regular attendance and active class participation.	✓	✓	✓	✓	10%	
<b>Business plan:</b> The creation of a Business Plan either for a hypothetical or existing business.		✓	✓	✓	50%	
<b>Presentation:</b> Presentation of the business plan in class.		✓	✓	✓	20%	
<b>Final Quiz</b>	✓	✓	✓		20%	
					100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Class Participation	Students' participation in the lectures and class activities and interaction with the instructor	Highly active, constructive, and meaningful participation in and contribution to in-class activities	Adequate participation in and contribution to in-class activities.	Occasionally participate in class discussion activities.	Rarely communicate or present in class.	Missing most class activities and discussions.
Business Plan	Able to develop innovative business plans.	Able to develop excellent, logical, innovative business plans	Able to develop solid business plans that are logical but not innovative.	Able to follow the requirement adequately	Able to complete the work but lacking quality	Unable to follow the assignment requirements
Presentation	Quality of presentation skills and ability to effectively pitch the business plan	Excellent communication and presentation skills to engage and convince the audience.	Good communication and presentation skills to convey the content clearly.	A complete presentation but lacking basic clarity or organization.	Barely meeting the expectations of a presentation	Unable to follow the requirements or basic expectations of a presentation
Final Quiz	The extent to which the student describes knowledge correctly and in integrative ways	Comprehensive, in-depth understandings of the course materials	Adequate understandings of the course materials	Some understandings of the course materials	Poor understandings of the course materials	Fail to demonstrate basic understandings of the course materials

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
Class Participation	Students' participation in the lectures and class activities and interaction with the instructor	Highly active, constructive, and meaningful participation in and contribution to in-class activities	Adequate participation in and contribution to in-class activities.	Some participation in and contribution to in-class activities	No participation and contribution
Business Plan	Able to develop innovative business plans.	Able to develop excellent, logical, innovative business plans	Able to develop solid business plans that are logical but not innovative.	Business plans reflect good effort but lack a solid logical structure.	Fail to reflect adequate effort to develop a solid business plan.
Presentation	Quality of presentation skills and ability to effectively pitch the business plan	Excellent communication and presentation skills to engage and convince the audience.	Good communication and presentation skills to convey the content clearly.	A complete presentation but lacking basic clarity or organization.	A poorly constructed or delivered presentation.
Final Quiz	The extent to which the student describes knowledge correctly and in integrative ways	Comprehensive, indepth understandings of the course materials	Adequate understandings of the course materials	Some understandings of the course materials	Fail to demonstrate basic understandings of the course materials

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Entrepreneurship, business planning, strategic management, valuation, fundraising, financial planning

**2. Reading List**

**2.1 Recommended Reading**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	Hisrich, R., Peters, M., & Shepherd, D. (2023). <i>Entrepreneurship ISE</i> (12th ed.). McGraw Hill.
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**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*