

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester A 2024/25**

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**Part I Course Overview**

<b>Course Title:</b>	Entrepreneurship and Venture Plan Development
<b>Course Code:</b>	FB6709
<b>Course Duration:</b>	7 days
<b>Credit Units:</b>	3
<b>Level:</b>	P6
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	Nil
<b>Precursors:</b> <i>(Course Code and Title)</i>	Nil
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	Nil
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	Nil

## Part II Course Details

### 1. Abstract

This course aims to provide the tools and the know-how for the students to use innovation and entrepreneurship in the corporate setting, or in the open market.

Students will have the opportunity to visit and interact with entrepreneurs and senior executives of a broad range of successful businesses, corporations, and organizations in a selected location typically outside Hong Kong. They will be exposed to different national environments, advantages/disadvantages and problems/opportunities associated with various forms of business operations, and management strategies of global organizations.

### 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.	Demonstrate the attitude and ability to discover the key concepts and characteristics of entrepreneurship and innovation	34%	✓		
2.	Design an innovative business plan	33%			✓
3.	Demonstrate creative problem solving skills in formulating successful business strategies.	33%		✓	
		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 self-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				
Seminars	Students will engage in seminars to gain knowledge about the course topics.	✓	✓	✓				
Peer-discussion	Students will engage in structured discussion with peers to identify areas to improve on in their returned assessment tasks.	✓	✓	✓				
Company visit	In company visit, students will learn from the introduction by the holding company. They will also improve their knowledge by engaging with other students' presentations.	✓		✓				

### 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					
Continuous Assessment: 100%								
Continual Assessment	✓						20%	
Final Group Presentation			✓				30%	
Business Plan Proposal		✓	✓				35%	
Individual Learning Report	✓						15%	
Examination: 0% (duration:    hours, if applicable)							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)
Continual Assessment	Active participation	<ul style="list-style-type: none"> <li>Listening attentively in all sessions.</li> <li>Actively participate in all discussions and exercises.</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in most sessions</li> <li>Actively participate in most discussions and exercises.</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in some sessions.</li> <li>Actively participate in some discussions and exercises.</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in few sessions.</li> <li>Actively participate in few discussions and exercises.</li> </ul>	<ul style="list-style-type: none"> <li>Does not participate.</li> </ul>
Final Group Presentation	Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation.	<ul style="list-style-type: none"> <li>Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way.</li> <li>Able to respond questions in a fluent and precise way with relevant examples.</li> <li>Able to deal thoughtfully with supplementary questions.</li> </ul>	<ul style="list-style-type: none"> <li>Effectively communicate business plan and findings in the presentation.</li> <li>Able to respond questions in a precise way with relevant examples.</li> </ul>	<ul style="list-style-type: none"> <li>Most of the ideas in the business plan are communicated accurately.</li> <li>Able to respond questions in a relevant way that demonstrates command of the facts.</li> </ul>	<ul style="list-style-type: none"> <li>Some of the ideas in the business plan are communicated accurately.</li> <li>Responds to questions in ways that are not always relevant or do not demonstrate command of the facts.</li> </ul>	<ul style="list-style-type: none"> <li>None of the ideas in the business plan are communicated accurately.</li> <li>Not able to respond to questions in relevant ways.</li> </ul>
Group Written Report (Business Plan Proposal)	Ability to demonstrate integrated learning in the report.	<ul style="list-style-type: none"> <li>Demonstrate excellent ability to fully integrate learning in the report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good ability to moderately integrate learning in the report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair ability to somewhat integrate learning in the report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor ability to integrate learning in the report.</li> </ul>	<ul style="list-style-type: none"> <li>Not able to demonstrate learning from this course in the report.</li> </ul>
Individual Learning Report (Reflection)	Effort in learning	<ul style="list-style-type: none"> <li>Demonstrate excellent effort in learning from this course.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good effort in learning from this course.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair effort in learning from this course.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor effort in learning from this course.</li> </ul>	<ul style="list-style-type: none"> <li>Does not demonstrate effort made in learning from this course.</li> </ul>

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)
Continual Assessment	Active participation	<ul style="list-style-type: none"> <li>Listening attentively in all sessions.</li> <li>Actively participate in all discussions and exercises.</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in most sessions</li> <li>Actively participate in most discussions and exercises.</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in some sessions.</li> <li>Actively participate in some discussions and exercises.</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in very few sessions.</li> <li>Actively participate in few discussions and exercises.</li> </ul>
Final Group Presentation	Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation.	<ul style="list-style-type: none"> <li>Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way.</li> <li>Able to respond questions in a fluent and precise way with relevant examples.</li> <li>Able to deal thoughtfully with supplementary questions.</li> </ul>	<ul style="list-style-type: none"> <li>Effectively communicate business plan and findings in the presentation.</li> <li>Able to respond questions in a precise way with relevant examples.</li> </ul>	<ul style="list-style-type: none"> <li>Most of the ideas in the business plan are communicated accurately.</li> <li>Able to respond questions in a relevant way that demonstrates command of the facts.</li> </ul>	<ul style="list-style-type: none"> <li>Unable to communicate ideas in the business plan accurately.</li> <li>Responds to questions in ways that are not always relevant or do not demonstrate command of the facts.</li> </ul>
Group Written Report (Business Plan Proposal)	Ability to demonstrate integrated learning in the report.	<ul style="list-style-type: none"> <li>Demonstrate excellent ability to fully integrate learning in the report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good ability to moderately integrate learning in the report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair ability to somewhat integrate learning in the report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor ability to integrate learning in the report.</li> </ul>
Individual Learning Report (Reflection)	Effort in learning	<ul style="list-style-type: none"> <li>Demonstrate excellent effort in learning from this course.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good effort in learning from this course.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair effort in learning from this course.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor effort in learning from this course.</li> </ul>

**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.)*

Innovation and Entrepreneurship, Innovation Process, Opportunity Recognition and Selection, The Business Model, Customer Development and Validation, Product, Product Market, Technology and Operation, Scaling and Go to Market Plan, Profit Models, Acquiring Investors

**2. Reading List**

**2.1 Compulsory Readings**

*(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.	Nil
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**2.2 Additional Readings**

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

1.	Nil.
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