

MGT6325: ENTREPRENEURSHIP & INTRAPRENEURSHIP

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Entrepreneurship & Intrapreneurship

Subject Code

MGT - Management

Course Number

6325

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course focuses on how entrepreneurs develop and use their skills and capabilities to identify opportunities that allow them to compete in the global arena. It covers the core concepts of implementing a global entrepreneurial strategy and managing a global new venture. This is relevant to many new ventures nowadays that harbor growth ambitions, as well as the pressing need for many existing firms to develop new venture in order to go overseas or meet foreign challenge. In this regard, the course is useful for students who seek to gain entrepreneurial knowledge and skills that can be applied to ventures that are born global, small and medium enterprises that intend to grow, or large corporations that seek to make use of such knowledge and skills in order to meet new challenges.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe and adopt an entrepreneurial mindset to develop or manage a new venture	x		
2	Demonstrate analytical skills and critical thinking to identify and assess opportunities for a new venture or within a corporate environment		x	
3	Apply entrepreneurial knowledge to start and manage a new venture with business operations		x	
4	Assist an existing company to execute new venture or product developments to compete overseas or to meet foreign challenges		x	
5	Design the necessary communication skills to compile and present business plan to relevant stakeholders			x

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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will learn core topics and concepts.	1, 2, 3, 4
2	In-class Discussions and Exercises	Student will engage in interactive discussions on relevant teaching and case materials.	1, 2, 3, 4

3	Case Study and Reading	Students will focus on cases related to international entrepreneurship and intrapreneurship. Each group will prepare a detailed case presentation and lead case discussions.	2, 3, 4	
4	Peer Discussion	Each group will prepare and present potential venture opportunities outside of the Greater China region.	2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation	1, 2, 3, 4	15	
2	Case Analysis & Presentation	2, 3, 4, 5	35	
3	Project Presentation	2, 3, 4, 5	50	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Class Participation, Case Analysis & Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

(B+, B, B-) Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with the subject matter.

Fair

(C+, C, C-) understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

(D) Sufficient familiarity with the subject matter to enable the student to progress.

Failure

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.

Assessment Task

Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) As in B, but with higher degree of originality and evidence of internalization into a personalized model of practice. Good evidence of reflection on own performance based on theory. Generalizes principles, models or practices to new and unfamiliar real-life contexts. Extensive use of innovative ideas in recommendations.

Good

(B+, B, B-) The evidence presents a good appreciation of the general thrust of the project. Good coverage with relevant and accurate support. A clear view of how various aspects of the project integrate to form a thrust or purpose. Good evidence of application of course content and one's own creative views to practice. Solutions or innovative recommendations well justified.

Fair

(C+, C, C-) The evidence is relevant, accurate and covers a fair number of issues. However, there is little evidence of an overall view of the project. Demonstrates declarative understanding of a reasonable amount of content. Able to discuss content meaningfully but little application or integration of items. Fair justification of solutions or recommendations.

Marginal

(D) Pieces of evidence are relevant and accurate, but are isolated, addressing a limited number of issues. Demonstration of understanding in a minimally acceptable way. Poor coverage, no originality, weak justification of solutions or recommendations.

Failure

(F) Inability to address even simple issues and problems by logically applying the subject matter. Poor understanding of subject matter.

Assessment Task

Class Participation, Case Analysis & Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

(B+, B) Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with the subject matter.

Marginal

(B-, C+, C) Sufficient familiarity with the subject matter; ability to develop solutions to simple problems in the material.

Failure

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.

Assessment Task

Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) As in B, but with higher degree of originality and evidence of internalization into a personalized model of practice. Good evidence of reflection on own performance based on theory. Generalizes principles, models or practices to new and unfamiliar real-life contexts. Extensive use of innovative ideas in recommendations.

Good

(B+, B) The evidence presents a good appreciation of the general thrust of the project. Good coverage with relevant and accurate support. A clear view of how various aspects of the project integrate to form a thrust or purpose. Good evidence of application of course content and one's own creative views to practice. Solutions or innovative recommendations well justified.

Marginal

(B-, C+, C) Pieces of evidence are relevant and accurate, and cover a fair number of issues. However, there is little evidence of an overall view of the project. Demonstrates a moderate level of understanding of issues but little application or integration of items. Fair justification of solutions or recommendations.

Failure

(F) Inability to address even simple issues and problems by logically applying the subject matter. Poor understanding of subject matter.

Part III Other Information

Keyword Syllabus

entrepreneurship and intrapreneurship concepts; corporate venturing; born global; entrepreneurial mindset; corporate innovation; opportunity identification; institutional factors affecting entrepreneurship; business model; business plan; entrepreneurial growth; cross-cultural issues in international entrepreneurship; foreign country entrance decisions and international partnering

Reading List

Compulsory Readings

Title	
1	Hisrich R.D. International Entrepreneurship: Starting, Developing, and Managing a Global Venture (3rd ed).
2	Teaching cases as assigned by the instructor.

Additional Readings

Title	
1	Nil