

**City University of Hong Kong
Course Syllabus**

**offered by CityU Academy of Innovation
with effect from Semester A 2024/25**

Part I Course Overview

Course Title:	Venture Creation Seminar
Course Code:	CAI6002
Course Duration:	1 Semester
Credit Units:	3
Level:	P6
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	Nil
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

Through seminars, talks, public lectures and experience sharing delivered by entrepreneurs, investors, incubators, legal and IP experts in the start-up ecosystem, students will be able to develop insights and acquire knowledge on various practices and issues related to business start-up and development.

The seminars, talks and public lectures will cover a range of important topics, including venture development, entrepreneurial management, start-up, entrepreneurial team formation, corporate governance, legal and regulatory compliance, IP management, fundraising, post-financing relationship management, venture creation finance, ESG (Environmental, social and corporate governance), latest technology development, branding, ethics and business integrity, etc.

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.	Apply the knowledge and demonstrate the ability to set up business		✓	✓	✓
2.	Explore and discuss essential practices/issues relating to start-up		✓	✓	✓
		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			
Seminars, talks and public lectures	Students will engage in seminar activities to gain practical knowledge about business.	✓	✓			
Individual report	Students are required to produce individual report on what they have learnt in the seminar activities to consolidate and deepen their knowledge.	✓	✓			

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%								
Attendance	✓	✓					70%	
Individual report & Presentation	✓	✓					30%	
Examination: _____% (duration: _____, if applicable)							100%	

5. Assessment Rubrics

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

Assessment Task	Criterion	Pass (P)	Fail (F)
1. Attendance	Attendance in seminars	Attendance in more than 80% of the seminars. Showed up for activities punctually, even ahead of time.	Attendance in less than 80% of the seminars. No show or very late, negligently or no excuse offered.
2. Individual report & Presentation	Submission of a final report & presentation	Submitted written report on schedule and demonstrated basic level of competence or higher in relating the contents of the seminars to creating and running a successful business venture.	Needed reminding or submitted report late, with poor quality.

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.)

Venture development, entrepreneurial management, start-up, entrepreneurial team formation, corporate governance, legal and regulatory compliance, IP management, fundraising, post-financing relationship management, venture creation finance, ESG (Environmental, social and corporate governance), latest technology development, branding, ethics, business integrity.

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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