

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Information Systems  
with effect from Semester A 2024 / 2025**

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**Part I Course Overview**

**Course Title:** Innovation and Technology Entrepreneurship

**Course Code:** IS5940

**Course Duration:** One Semester (13 weeks)

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
*(Course Code and Title)* Nil

**Precursors:**  
*(Course Code and Title)* Nil

**Equivalent Courses:**  
*(Course Code and Title)* Nil

**Exclusive Courses:**  
*(Course Code and Title)* Nil

## Part II Course Details

### 1. Abstract

*This course aims to:*

- Develop students' knowledge and skills to identify business opportunities, gather resources such as talent and capital, and manage growth and technology risks for technology-intensive businesses competing online and offline, in new markets, and in entering potential markets.

### 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 key concepts and characteristics of innovation and technology entrepreneurship.	20%			
2.	Create an innovative business plan that takes into account socio-technical, economic, and regulatory factors.	30%	✓	✓	✓
3.	Apply appropriate business and revenue models to launch a technology venture successfully.	20%			
4.	Demonstrate creative problem solving skills in formulating successful business strategies.	20%	✓	✓	
5.	Exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.	10%			
		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	5	
LTA1 Lectures	Students will learn the concepts, methods and case studies of innovation and technology entrepreneurship.	✓	✓				
LTA2 Tutorials	Students will conduct individual and group exercises to improve their understanding of basic concepts and to develop their skills in formulating innovative business strategies.		✓	✓	✓		
LTA3 Practical Workshops	Students will develop the hands-on skills for the development of sound business plans and for the communication of these plans.		✓	✓	✓	✓	
LTA4 On-Line Discussion:	Students are encouraged to do self-reflection and sharing concepts, techniques, and methods in the formulation of successful business plans and strategies.	✓		✓		✓	

### 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	5		
Continuous Assessment: 100%							
<b>AT1 Tutorial Exercises</b> Each tutorial consists of exercises, small group discussions, self-reflection, or student presentations to assess students' understanding of the chosen topics.	✓	✓			✓	30%	
<b>AT2 Group Project</b> A group project, which includes a project report and presentation, will be allocated to let students apply business planning and evaluation skills to develop business plans for technology ventures.	✓	✓	✓	✓	✓	30%	
<b>AT3 Assignments</b> The Assignments will assess students' competence level in the taught subjects. It will cover all readings assigned in the class, the lectures, and the tutorials including the cases and examples mentioned in the class.	✓	✓	✓	✓		40%	
						100%	

Note: Students must pass BOTH coursework and examination in order to get an overall pass in this course.

## 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)
AT1 Tutorial Exercises	Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to analyse the technology and/or business innovations involved in different business cases.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business strategies.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2 Group Project	Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to collaboratively develop an innovative business plan that takes into account socio-technical, economic, and regulatory factors.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to apply appropriate business and revenue models to launch a technology venture successfully.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrate creative problem solving skills in formulating successful business strategies.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3 Assignments	Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to apply appropriate business and revenue models for different technology ventures.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrate creative problem solving skills in formulating successful business strategies.	High	Significant	Moderate	Basic	Not even reaching marginal levels

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

<b>Assessment Task</b>	<b>Criterion</b>	<b>Excellent (A+, A, A-)</b>	<b>Good (B+, B)</b>	<b>Marginal (B-, C+, C)</b>	<b>Failure (F)</b>
AT1 Tutorial Exercises	Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.	High	Significant	Moderate	Not even reaching marginal levels
	Capability to analyse the technology and/or business innovations involved in different business cases.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business strategies.	High	Significant	Moderate	Not even reaching marginal levels
AT2 Group Project	Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.	High	Significant	Moderate	Not even reaching marginal levels
	Capability to collaboratively develop an innovative business plan that takes into account socio-technical, economic, and regulatory factors.	High	Significant	Moderate	Not even reaching marginal levels
	Capability to apply appropriate business and revenue models to launch a technology venture successfully.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to demonstrate creative problem solving skills in formulating successful business strategies.	High	Significant	Moderate	Not even reaching marginal levels
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AT3 Assignments	Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.	High	Significant	Moderate	Not even reaching marginal levels
	Capability to apply appropriate business and revenue models for different technology ventures.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to demonstrate creative problem solving skills in formulating successful business strategies.	High	Significant	Moderate	Not even reaching marginal levels

### 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.)

- CONCEPTS of innovation and technology entrepreneurship.
- LEGAL, TECHNOLOGICAL, ETHICAL and TAX ISSUES related to entrepreneurship. PRODUCT/SERVICE FEASIBILITY. REVENUE MODEL developed.
- Improve business efficiency.
- Advantages and difficulties of MARKETING on the WEB.
- INTELLECTUAL PROPERTY be effectively PROTECTED.
- OPPORTUNITIES for VENTURES be realized and used.
- BUSINESS VENTURE FORMED and PLANNED.
- Creation of a BUSINESS PLAN improve performance.

#### 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.	Raphael Amit and Christoph Zott, <u>Business Model Innovation Strategy</u> , John Wiley & Sons, Ltd, 2021. ISBN-13-978-1119689683.
2.	Thomas Byers, Richard Dorf and Andrew Nelson, <u>Technology Ventures: From Idea to Enterprise</u> , McGraw-Hill, 5/e, 2018. ISBN-13: 978-1259875991.
3.	John Bessant and Joe Tidd, <u>Innovation and Entrepreneurship</u> , John Wiley & Sons, Ltd., 3/e, 2015. ISBN-13: 978-1-118-99309-5.
4.	Melissa A. Schilling, <u>Strategic Management of Technological Innovation</u> , McGraw-Hill, 4/e, Oct. 30, 2012. ISBN-13: 978-0078029233.
5.	Alexander Osterwalder, Yves Pigneur. <u>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</u> . John Wiley and Sons; 1st edition, 2010.
6.	Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, <u>Technology Entrepreneurship: Creating, Capturing, and Protecting Value</u> .

##### 2.3 Online Resources

Course reading materials will be augmented by articles from journals and by whitepapers and other materials available on-line.

- Updated reading list in May 2021.
- Updated SYL template in July 2017.