

**City University of Hong Kong  
Course Syllabus**

**offered by College/School/Department of Management  
with effect from Semester B 2023/2024**

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**Part I Course Overview**

<b>Course Title:</b>	Entrepreneurship & Intrapreneurship
<b>Course Code:</b>	MGT6325
<b>Course Duration:</b>	One Semester
<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

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.

### 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.	Understand and adopt an entrepreneurial mindset to develop or manage a new venture		X		
2.	Utilize 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.	Develop the necessary communication skills to compile and present business plan to relevant stakeholders				X
		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. Teaching and Learning Activities (TLAs)

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

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5		
Lectures	Cover core topics and concepts	X	X	X	X			
In-class Discussions and Exercises		X	X	X	X			
Case Study and Reading			X	X	X			

Project Presentation			X	X	X	X		
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**4. Assessment Tasks/Activities (ATs)**

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

Assessment Tasks/Activities	CICO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: <u>100%</u>							
Class Participation	X	X	X	X		15%	
Case Analysis & Presentation		X	X	X	X	35%	
Project Presentation		X	X	X	X	50%	
Examination: <u>0</u> % (duration: , 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 in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
Class Participation  Case Analysis & Presentation		Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.	Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with the subject matter.	Sufficient familiarity with the subject matter; ability to develop solutions to simple problems in the material.	Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.
Group Project		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.	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.	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.	Inability to address even simple issues and problems by logically applying the subject matter. Poor understanding of subject matter.

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Class Participation  Case Analysis & Presentation		Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.	Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with the subject matter.	understanding of the subject; ability to develop solutions to simple problems in the material.	Sufficient familiarity with the subject matter to enable the student to progress.	Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.
Group Project		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.	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.	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.	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.	Inability to address even simple issues and problems by logically applying the subject matter. Poor understanding of subject matter.

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

#### 1. 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

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

##### 2.2 Additional Readings

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