

**City University of Hong Kong
Course Syllabus**

**offered by Department of Information Systems
with effect from Semester A in 2018 / 2019**

Part I Course Overview

Course Title: Global Technology Entrepreneurship and Innovation

Course Code: IS4940

Course Duration: One Semester (13 weeks)

Credit Units: 3

Level: B4

Proposed Area:
(for GE courses only)

Arts and Humanities
 Study of Societies, Social and Business Organisations
 Science and Technology

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) MKT4652 Innovation and Product Development

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to provide knowledge about global technology entrepreneurship and innovation. Students can gain the skills necessary to start a new technology-related business in Hong Kong and globally. Specifically, through this course, students can develop skills to identify business opportunities, gather resources such as talent and capital, and manage growth and technology risks for technology-intensive businesses that competes online and offline, in mature and emerging markets, and in entering potential markets. In addition, this course also trains students' skills in effective communication, individual and team work, time management, data analysis and reporting, and creative problem solving.

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 global technology entrepreneurship and innovation.	30%	✓	✓	
2.	Develop an innovative business plan that takes into account technological and economic factors.	20%	✓	✓	✓
3.	Develop an understanding of various business models that can be applied to launch a technology venture locally and globally.	10%	✓	✓	✓
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.	20%	✓		
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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.)

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
TLA1. Lectures	Concepts, methods and case studies of global technology entrepreneurship and innovation will be presented.	✓	✓				Seminar: 3 Hours/ Week
TLA2. Tutorials	Real-world examples of successful and un-successful technology ventures will be critically analyzed and discussed among fellow students.		✓	✓	✓		
TLA3. Practical Workshops	Developing the hands-on skills for the development of sound business plans and for the communication of these plans to the fellow students.		✓	✓	✓	✓	
TLA4. 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.)

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

Assessment Tasks/Activities	CILO No.					Weighting*	Remarks
	1	2	3	4	5		
Continuous Assessment: <u>70%</u>							
<u>AT1. Tutorial Exercises</u> Each tutorial consists of exercises, small group discussions, self-reflection, or student presentations to assess students' understanding of the chosen topics and their abilities to apply their skills.	✓		✓			30%	
<u>AT2. Group Project</u> 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 in Hong Kong and globally.		✓	✓		✓	40%	
Examination: <u>30%</u> (duration: 2 hours)							
<u>AT3. Final Examination</u> A written examination is developed to assess student's competence level of the taught subjects.	✓		✓	✓		30%	
						100%	

* The weightings should add up to 100%.

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.)

Assessment Task (AT)	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 global technology entrepreneurship and innovation	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how different business models work	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2. Group Project	Ability to develop an innovative business plan that takes into account technological and economic factors	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how different business models work	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrate good communication and interpersonal skills in proposing and presenting appropriate business plans	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3. Final Examination	Ability to describe the key concepts and characteristics of global technology entrepreneurship and innovation	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how different business models work	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

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.)

Technology Entrepreneurship; Innovation; Start-up; Hong Kong and Global markets; Blue Ocean Strategy; First-mover Advantage; Imitation; Business Model; Freemium; Platform; Long Tail; Digital Marketing; Intellectual Property; Product Life Cycle; Venture Capital; Angel Investor; Business Plan.

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.	Alexander Osterwalder, Yves Pigneur. <u>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</u> , John Wiley and Sons, 2010.
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2.2 Additional Readings

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

1.	Thomas Byers, Richard Dorf and Andrew Nelson, <u>Technology Ventures: From Idea to Enterprise</u> , 4/e, 2014.
2.	Melissa A. Schilling, <u>Strategic Management of Technological Innovation</u> , 5/e, 2016.
3.	John Bessant and Joe Tidd, <u>Innovation and Entrepreneurship</u> , Wiley, 3/4 2015.
4.	Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, <u>Technology Entrepreneurship: Creating, Capturing, and Protecting Value</u> , 2009.
5.	Ashlee Vance, <u>Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future</u> , Ecco, Reprint edition (January 24, 2017).
6.	Eric Ries, <u>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</u> , 2011.
7.	Ash Maurya, <u>Running Lean: Iterate from Plan A to a Plan that Works</u> , 2012.
8.	Jeffrey Busgang, <u>Mastering the VC game: a venture capital insider reveals how to get from start-up to IPO on your own terms</u> , 2011.
9.	Boomy Tokan, <u>How to write your first business plan (First Timer's Guide)</u> , 2013.
10.	Thomas Eisenmann, Geoffrey Parker, Marshall W. Van Alstyne, <u>Strategies for Two-Sided Markets</u> , Harvard Business Review, Oct 2006, Vol. 84 Issue 10, p92-101.

2.3 Online Resources

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