

**City University of Hong Kong
Course Syllabus**

**offered by Department of Management
with effect from Semester B 2020 / 21**

Part I Course Overview

Course Title: Entrepreneurship in Emerging Economies

Course Code: CB4304

Course Duration: 1 semester

Credit Units: 3

Level: B4

Arts and Humanities

Proposed Area:
(for GE courses only)

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) MGT4313 Strategic Entrepreneurship

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

1. Provide students with an understanding of the entrepreneurial processes and mechanisms in opportunity recognition, evaluation and exploitation in starting new ventures.
2. Enable students to appreciate the different entrepreneurial methods and logics in entrepreneurship as a learn-able and teachable principles in turning ideas into tangible artefacts and enterprises.
3. Develop the student's ability to appreciate the challenges and opportunities that entrepreneurs face in emerging economies.

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.	Analyse the role of entrepreneurs, how they recognize, evaluate and exploit entrepreneurial opportunity as well as evaluate economic and behavioural aspects of entrepreneurship in a context of emerging economies.	20	✓	✓	✓
2.	Design the process & model in building indigenous entrepreneurial companies	20		✓	✓
3.	Compare and contrast between entrepreneurs as innovator and managers as analyzers	20	✓	✓	
4.	Justify the factors that promote or inhibit entrepreneurial and intrapreneurial activity together with their accompanying resources and risks.	20	✓	✓	
5.	Analyse the environments of emerging economies within which entrepreneurs flourish on.	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.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Learning through lectures and assigned readings	The lectures and readings focus on exploring the concepts and analytical tools in entrepreneurship.	✓		✓	✓	✓	3
Learning through case studies, group work, and supplemented by lectures	Students are expected to actively engage in discussions and participate in the exercises and group work.	✓	✓			✓	3

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: <u>55%</u>							
Group Project Performance in group work and group project	✓	✓			✓	40%	
In-class contribution Performance in discussion in class and class exercises and activities	✓	✓	✓	✓	✓	15%	
Examination: <u>45%</u> (duration: 2 hours, if applicable)							
Examination Exam may consist of various types of questions	✓		✓	✓	✓	45%	
						100%	

* The weightings should add up to 100%.

5. Assessment Rubrics

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Group project	Competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.	Excellent quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.	Good quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.	Fair quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.	Slightly below expected quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.	Slightly below expected quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.
In-class contribution	Frequency and quality of participation in class discussion and class exercises and activities.	Active participation in class discussion and class exercises and activities with excellent input value	Active participation in class discussion and class exercises and activities with good input value	Occasional participation in class discussion and class exercises and activities with some input value	Little participation in class discussion and class exercises and activities with some input value	No participation in class discussion and class exercises and activities
Examination	Demonstrate understanding in entrepreneurship concepts and theories; analytical thinking and creativity.	Excellent quality of understanding in entrepreneurship concepts and theories; analytical thinking and creativity.	Good quality of understanding in entrepreneurship concepts and theories; analytical thinking and creativity.	Fair quality of understanding in entrepreneurship concepts and theories; analytical thinking and creativity.	Slightly below expected quality of understanding in entrepreneurship concepts and theories; analytical thinking and	Poor quality of understanding in entrepreneurship concepts and theories; analytical thinking and creativity.

					creativity.	
--	--	--	--	--	-------------	--

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.)

- What is entrepreneurship and intrapreneurship
- Entrepreneur characteristics
- Entrepreneurial processes and opportunity
- Idea generation
- Business model and business plan
- Market consideration
- Competitors and value proposition
- Minimum viable product
- Financials and funding
- Growth of new venture

2. Reading List

2.1 Readings

1.	Bruce R. Barringer, & R. Duane Ireland. 2015. Entrepreneurship: Successfully Launching New Ventures. Pearson.
2.	Bill Aulet. 2013. Disciplined Entrepreneurship: 24 Steps to a Successful Startup. Wiley.
3.	Alexander Osterwalder, & Yves Pigneur. 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Wiley.
4.	Other required readings, articles, and online resources specified by the instructor.

2.2 Additional Readings

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