

CB3810: START-UP TECHNOLOGY ENTREPRENEUR PROGRAMME I

New Syllabus Proposal

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Start-up Technology Entrepreneur Programme I

Subject Code

CB - College of Business (CB)

Course Number

3810

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Minimum 6 Weeks or 240 Hours

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Other Languages

Other Languages for Medium of Instruction

English and/or other languages as appropriate to the host organisation setting

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Additional Information

For attachment or internship lasting more than 6 consecutive months, students should register in the Start-up Technology Entrepreneur Programme I and II in consecutive semesters. Students must fulfill all the assessment criteria for both courses to earn the respective credit units.

Part II Course Details

Abstract

The course aims to provide students with a unique opportunity to:

- (a) participate in entrepreneurial activities in industrial settings or business organizations at top start-up locations in Mainland China and/or overseas countries;
- (b) gain valuable hands-on experience, practical understanding, and exposure to diverse entrepreneurial ecosystems across the globe;
- (c) gain insights into running a tech startup, including fundraising, marketing, operation, product development, etc.; and understand the various issues involved in developing a viable venture;
- (d) expose to the forefront of technologies and innovative business models;
- (e) integrate the knowledge they acquired in classroom and apply it in real-world settings;
- (f) acquire soft skills and experience, and appreciate work ethics, integrity and professionalism, teamwork, group / organizational behaviour in a real work environment.

The course will take the form of an attachment or internship at selected startup companies which host the students. Each student is jointly supervised by a host mentor and a CityUHK supervisor.

Course Intended Learning Outcomes (CILOs)

| CILOs | | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|--|---------------------|--------|--------|--------|
| 1 | Identify, demonstrate and practise the soft skills that are required at workplace | | x | x | |
| 2 | Describe the setting of the industry and the operations of the host company | | | x | |
| 3 | Identify and practise the roles of professionals in the industry | | x | x | |
| 4 | Apply and integrate the knowledge acquired in classroom at workplace and offer innovative preliminary business solutions | | | x | x |

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.

Learning and Teaching Activities (LTAs)

| LTAs | | Brief Description | CILO No. | Hours/week (if applicable) |
|------|-------------------------------------|---|------------|----------------------------|
| 1 | Attachment or Internship activities | Students will engage and spend a reasonable amount of time at real-world organizations along with the training activities and integrate the knowledge they acquired in the classroom and apply it in a real work setting. | 1, 2, 3, 4 | |

Assessment Tasks / Activities (ATs)

| ATs | | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|-----|--|------------|---------------|--|
| 1 | Participation [Performance and Attendance on pre-attachment or internship workshops, training activities, monthly review sessions, and post-attachment or internship activities, etc.] | 1, 2, 3, 4 | 60 | |
| 2 | Company Evaluation [Feedback and Evaluation made by the supervisor on the student's performance] | 1, 2, 3, 4 | 20 | |
| 3 | Final Presentation and/or Report | 1, 2, 3, 4 | 20 | |

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Participation

[Performance and Attendance on pre-attachment or internship workshops, training activities, monthly review sessions, and post-attachment or internship activities, etc.]

Criterion

Demonstration of ability to deliver one's assigned duties in an efficient and effective manner, at the same time demonstrating excellent (a) work attitude, (b) problem solving abilities, (c) critical and analytical skills, and (d) communication and interpersonal skills.

Pass (P)

Criterion fulfilled.

Demonstration of basic level of competence or higher.

Failure (F)

Criterion not fulfilled. Not meeting marginal standard.

Assessment Task

Company Evaluation

[Feedback and Evaluation made by the supervisor on the student's performance]

Criterion

Demonstration of ability to (a) complete the tasks assigned by the supervisors meeting their standards and requirements, (b) perform effective self-learning enabling the student to deliver the assigned tasks, (c) communicate effectively and regularly with supervisors, (d) demonstrate initiative and fine attitude at all times.

Pass (P)

Criterion fulfilled.

Demonstration of basic level of competence or higher.

Failure (F)

Criterion not fulfilled. Not meeting marginal standard.

Assessment Task

Final Presentation and/or Report

Criterion

Demonstration of ability to (a) well-organize the content materials and communicate with the audience confidently through the presentation in a well-organized manner, (b) discuss and evaluate it critically and analytically, (c) draw meaningful and valid conclusions, (d) integrate and apply knowledge and skills to real-world situation of a specific business organization, (e) reflect on personal and professional development needs and set strategic goals for advancing along an intended career path.

Pass (P)

Criterion fulfilled.

Demonstration of basic level of competence or higher.

Failure (F)

Criterion not fulfilled. Not meeting marginal standard.

Part III Other Information

Keyword Syllabus

Nil

Reading List

Compulsory Readings

| Title | |
|-------|-----|
| 1 | Nil |
| 2 | Nil |
| 3 | Nil |

Additional Readings

| Title | |
|-------|---|
| 1 | John Bessant and Joe Tidd, Innovation and Entrepreneurship, John Wiley & Sons, Ltd., 4/e, March 2024. ISBN: 978-1-394-21966-7 |
| 2 | Nil |
| 3 | Nil |