

IS4940: GLOBAL TECHNOLOGY ENTREPRENEURSHIP AND INNOVATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Global Technology Entrepreneurship and Innovation

Subject Code

IS - Information Systems

Course Number

4940

Academic Unit

Information Systems (IS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

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

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

MKT4652 Innovation and Product Development

Part II Course Details

Abstract

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 and financial technology (FinTech) related 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, deploying appropriate technologies (e.g., FinTech), and creative problem solving.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate the attitude and ability to discover the key concepts and characteristics of global technology entrepreneurship and innovation (e.g., FinTech)..	30	x	x	
2	Analyze an innovative business plan that takes into account technological (e.g., FinTech) and economic factors.	20	x	x	x
3	Apply an understanding of various business models that can be applied to launch a technology or FinTech venture locally and globally.	10	x	x	x
4	Demonstrate creative problem solving skills in formulating successful business strategies and technologies (e.g., FinTech).	20	x	x	
5	Create good communication and interpersonal skills in proposing, presenting appropriate business plans, and deploying appropriate technologies (e.g., FinTech)..	20	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)
LTA1: Lectures	Students will learn the concepts, methods and case studies of global technology entrepreneurship and innovation.	1, 2	Seminar:3 Hours/ Week

2	LTA2: Tutorials	Students will analyze and discuss real-world examples of successful and un-successful technology ventures.	2, 3, 4	Seminar:3 Hours/ Week
3	LTA3: Practical Workshops	Students will practice the hands-on skills for the development of sound business plans and for the communication of these plans.	2, 3, 4, 5	Seminar:3 Hours/ Week
4	LTA4: On-Line Discussion	Students will self-reflect and share concepts, techniques, and methods in the formulation of successful business plans, strategies, and deployment of technologies (e.g., FinTech).	1, 3, 5	Seminar:3 Hours/ Week

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 AT1: Tutorial Exercises 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.	1, 3	40	
2 AT2: Group Project 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 or FinTech ventures in Hong Kong and globally.	2, 3, 5	40	
3 AT3: Mid-term Test A written mid-term test is developed to assess student's competence level of the taught subjects	1, 3, 4	20	

Continuous Assessment (%)

Examination (%)

0

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

AT1:Tutorial Exercises

Criterion

Ability to describe the key concepts and characteristics of global technology and FinTech entrepreneurship and innovation

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1:Tutorial Exercises

Criterion

Ability to explain how different business models work

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2:Group Project

Criterion

Ability to develop an innovative business plan that takes into account technological (e.g., FinTech) and economic factors

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2:Group Project

Criterion

Ability to explain how different business models work

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2:Group Project

Criterion

Ability to demonstrate good communication and interpersonal skills in proposing and presenting appropriate business plans

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT3:Mid-term Test

Criterion

Ability to describe the key concepts and characteristics of global technology and FinTech entrepreneurship and innovation

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT3:Mid-term Test

Criterion

Ability to explain how different business models work

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT3:
Mid-term Test

Criterion

Ability to demonstrate creative problem solving skills in formulating successful business strategies and deploying appropriate technologies (e.g., FinTech)

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information**Keyword Syllabus**

Technology Entrepreneurship; Innovation; Financial Technology (FinTech); 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

Reading List**Compulsory Readings**

Title	
1	Alexander Osterwalder, Yves Pigneur. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley and Sons, 2010.

Additional Readings

Title	
1	Thomas Byers, Richard Dorf and Andrew Nelson, Technology Ventures: From Idea to Enterprise, 4/e, 2014.
2	Melissa A. Schilling, Strategic Management of Technological Innovation, 5/e, 2016.
3	John Bessant and Joe Tidd, Innovation and Entrepreneurship, Wiley, 3/4 2015.
4	Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, Technology Entrepreneurship: Creating, Capturing, and Protecting Value, 2009.
5	Ashlee Vance, Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future, Ecco, Reprint edition (January 24, 2017).
6	Eric Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 2011.
7	Ash Maurya, Running Lean: Iterate from Plan A to a Plan that Works, 2012.

8	Jeffrey Bussgang, Mastering the VC game: a venture capital insider reveals how to get from start-up to IPO on your own terms, 2011.
9	Boomy Tokan, How to write your first business plan (First Timer' s Guide), 2013.
10	Thomas Eisenmann, Geoffrey Parker, Marshall W. Van Alstyne, Strategies for Two-Sided Markets, Harvard Business Review, Oct 2006, Vol. 84 Issue 10, p92-101.