

**THE UNIVERSITY OF HONG KONG  
FACULTY OF BUSINESS AND ECONOMICS**

**IIMT3627 Venture and Entrepreneurship Management**

<b>GENERAL INFORMATION</b>
Instructor: James Cheng  Email: jtycheng@hku.hk Consultation times: By appointment  Tutor: TBD
<b>COURSE DESCRIPTION</b>
<p>Successful entrepreneurs, including “intrapreneurs”, are those who are starting their new ventures because they are able to sense unmet needs better, and able to deliver more solid outcome than their current contemporaries. This ability to strategize and execute on the fly is extremely rare. Somehow, they have the beliefs that their model can serve these unmet needs better and more effectively. They are to turn these beliefs into behaviors and behaviors to habits: leading to being extra-hardworking, optimistic, and persistent. They don’t ever quit.</p> <p>The great entrepreneurs are special people and they build more than just businesses, they know when to seed new businesses, how to find and develop successful leaders who can manage further successes, and how to add to the broader ecosystem by giving back and letting others build on their successes. This is what venture management is fundamentally about: how to know when to start, maintain, grow, split, and close a business.</p> <p>This course provides an overview of venture management in innovation development and commercialization for those who believe they have what it takes to build new businesses and ventures. The students will strengthen their know-how through listening and engaging in discussions, with guest speakers, through local and international business cases, and venturing. They will be introduced to practical toolkits, applicable to established corporate, social venture and start-up businesses. Under entrepreneurship management, the subjects of market analysis and opportunities, business and financial model design, intellectual property management, sources of investment and equity/shareholder structures, sustainable business operation management and risk management will be covered. Students will be asked to experiment and design experiments to validate their assumptions. These exercises and learning will allow the students to marry theories with practical knowledge needed to plan and implement changes at established businesses and to build a new business as a start-up.</p>
<b>COURSE OBJECTIVES</b>
<ol style="list-style-type: none"><li><b>1. Convert innovative business ideas into actionable business plans</b></li><li><b>2. equip themselves with the basic knowledge, necessary tools and technical skills in creating and managing a new entrepreneurial venture; or to run or transform an innovation project for social or business entities.</b></li><li><b>3. examine successful and failure cases, using local and international cases, on the entrepreneurial challenges and solutions.</b></li><li><b>4. develop a mindset in seizing new opportunities and addressing changing market needs, either in a company or venturing with a new firm.</b></li><li><b>5. equip themselves with the latest theories, methods, including agile strategic planning and risk management so that they may better respond to unplanned situations and market changes.</b></li><li><b>6. prepare themselves with the ability to build and evaluate business models, with the necessary financial knowledge in the general, local, and international regulated environment.</b></li><li><b>7. assess the players and contributors of innovation and entrepreneurship to the broader ecosystem.</b></li></ol>
<b>FACULTY LEARNING GOALS (FLGs)</b>
<b>FLG1:</b> Acquisition and internalization of knowledge of the programme discipline <b>FLG2:</b> Application and integration of knowledge <b>FLG3:</b> Inculcating professionalism <b>FLG4:</b> Developing global outlook <b>FLG5:</b> Mastering communication skills <b>FLG6:</b> Cultivating leadership
<b>COURSE LEARNING OUTCOMES (CLOs)</b>

Course Learning Outcomes		Aligned Faculty Learning Goals (FLGs)	
CLO1 Acquire basic knowledge in innovation and entrepreneurship management per Course Objectives.		G1, G4	
CLO2 Demonstrate the ability to present project specifics lucidly.		G5	
CLO3 Demonstrate the ability to organize the (innovation) team and to work efficiently individually.		G3, G6	
CLO4 Build up a business model with an innovation that relates to the market condition.		G2, G3, G4, G5, G6	
CLO5 Demonstrate the process of the new venture establishment, on both the short term and the long-term strategic planning.		G2, G3, G4, G5, G6	
COURSE TEACHING AND LEARNING ACTIVITIES			
Course Teaching and Learning Activities		Expected Study Hours	Study Load (% of study)
T&L1. Lecture with interactive presentation.		30	23
T&L2. Reading, Case-based study and analysis		20	15
T&L3. Tutorial and In-class interactive discussion		10	8
T&L4. Project development and new venture establishment proposal		50	39
T&L5. Presentations, pitching and entrepreneurship competition entry.		20	15
Total		130 hrs	100%
Assessment Methods	Brief Description (Optional)	Weight	Aligned Course Learning Outcomes
A1. Class participation		10%	CLO1, 2, 3
A2. First assignment		20%	CLO1, 4, 5
A3. Second assignment		20%	CLO1 - 5
A4. Final assignment		50%	CLO1, 3, 4
Total		100%	
STANDARDS FOR ASSESSMENT			
Course Grade Descriptors			
A+, A, A-	Consistently demonstrating through understanding of the materials in class and assignments		
B+, B, B-	Frequently demonstrating through understanding of the materials in class and assignments		
C+, C, C-	Some of the responses are well organized but with insufficient elaboration		
D+, D	Containing unstructured but relevant observations in assignments and lack of participation in class		
F	Little evidence of basic understanding about course materials and lack of participation		
<b>Assessment Rubrics for Each Assessment</b> (Please provide us the details in a separate file if the space here is not enough)			
COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE			

<b>REQUIRED/RECOMMENDED READINGS &amp; ONLINE MATERIALS</b> (e.g. journals, textbooks, website addresses etc.)
<b>MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE</b>
<input type="checkbox"/> conducting mid-term survey in addition to SETL around the end of the semester
<input type="checkbox"/> Online response via Moodle site
<input type="checkbox"/> Others: _____(please specify)
<b>COURSE POLICY</b> (e.g. plagiarism, academic honesty, attendance, etc.)
<b>ADDITIONAL COURSE INFORMATION</b> (e.g. e-learning platforms & materials, penalty for late assignments, etc.)