



The University of Hong Kong

CCGL9031

**Entrepreneurship: Global and Social Development
2021 - 22**

Course Syllabus

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Consultation Session: By Appointment

Course Description

This course aims to provide a comprehensive understanding of entrepreneurship and expose students to the fundamental changes occurring in both the business community and overall society.

Study Load

Activities	Number of hours
Lectures	24
Tutorials	12
Fieldwork/ Visits/ Guest Speaker	0
Reading / Self-study	20
Assessment: Essay/ Reporting writing	20
Assessment: Presentaation (incl preparation)	10
Assessment: Group Project	20
Assessment: Class discussion	10
Assessment: In-class test (incl preparation)	3
Total:	124

Course Learning Outcomes (CLOs)

By completion of this course, students should be able to work as a team to identify and present an entrepreneurial start-up.

	Course Learning Outcomes – On completing the course, students will be able to:	Alignment with Common Core Programme Learning Outcome(s):
1.	Develop historical and critical perspectives towards entrepreneurship.	CC PLO(s): 1, 2
2.	Understand economic explanations and consequences of modern entrepreneurship.	CC PLO(s): 1
3.	Examine how globalization of entrepreneurship on society and individuals.	CC PLO(s): 2, 3
4.	Discuss the impact of entrepreneurship on society and individuals.	CC PLO(s): 2, 3
5.	Work as a team to identify and present a real entrepreneurial start-up.	CC PLO(s): 4

Class Materials

As the contents to be discussed in this course are very contemporary, I do not prescribe a textbook. All required lecture notes, cases and readings will be organized by the instructor and distributed to the students at the beginning of semester.

Class Content and Topics

- Introduction on entrepreneurship
- Business model innovation
- Entrepreneurial opportunity exploration
- Entrepreneurial selling skill
- Managing start-up finance
- Developing business plan
- Entrepreneurial leadership

Additional Course Information

(e.g. course policy, penalty for late assignments, etc)

Attendance is critical for communication and learning. All students should attend all classes and tutorials on time. Any students who miss any classes should inform the tutor in a timely manner and they will be **responsible** for catching up with the missed lecturer(s) and tutorial(s).

Course Assessment Components

Assessment Method	Details of Assignment	Weighting	Alignment with Course Learning Outcome(s)
Attendance, Class Participation & Leadership	Class attendance and participation in discussion	20%	CLOs: 1, 2, 3, 4
Individual Paper	Reach out the campus to interview an entrepreneur for additional understanding of entrepreneurship	40%	CLOs: 1, 2, 3, 4, 5
Group Presentation	Apply course materials to analyze a real start-up	40%	CLOs: 2, 3, 5

Attendance, Participation & Leadership (20%)

We will rely on a wide range of business cases and readings as the primary means for knowledge dissemination. Student is expected to well-prepare and take ownership of the class. The grade for participation and class leadership will be based on the extent of the student's attendance, participation and contribution in lectures and tutorials.

Individual Paper: A Review of Entrepreneur (40%)

Learning entrepreneurship is incomplete without reaching outside the classroom for a dose of reality and diverse opinions. Each student is required to write a review for an entrepreneur during this semester to gather opinions related to this course. Further details regarding the paper will be provided at due course.

Please prepare a written report in no more than **10 pages** (exclusive of references) and **submit via Moodle by 18:00 p.m. [Oct 20 (Wed)] 2021. Late submission will have a penalty of 10% deduction per day.**

Group Presentation: 12 Sides Pitch Deck (40%)

The pitch deck is an important tool to help you communicate with your stakeholder and raise money with your potential investors. The content of the pitch deck, along with your presentation, can help others to determine whether or not to continue evaluating your business opportunity. Further details regarding the presentation will be provided at due course.

You should:

1. Form a team (7-8 students per group).
2. Submit the group form.
3. Develop 12 slides pitch deck presentation.
4. Submit group presentation files before deadline.
5. Conduct a 10-minute presentation (plus 5-minute Q&A) according to the presentation time schedule.

Presentation day will be on [Nov 17 & (24 Wed)], please submit the presentation file by Moodle by 18:00 p.m. [Nov 14 (Sun)] 2021. Late submission will have a penalty of 10% deduction per day.

Lecture & Tutorial Schedule¹

Lecture	
Time	Venue
Wednesdays (14:30-16:20)	CPD-LG.08

Tutorial					
Group	Time	Venue	Group	Time	Venue
1	Tuesday (16:30-17:20)	MB127	5	Wednesdays (17:30-18:20)	MB127
2	Tuesday (17:30-18:20)	MB127	6	Thursday (14:30-15:20)	MB226
3	Wednesdays (10:30-11:20)	MB127	7	Thursday (17:30-18:20)	MB226
4	Wednesdays (11:30-12:20)	MB127	8	Thursday (18:30-19:20)	MB226

Week	Lecture (14:30-16:20)	Lecture Topic	Tutorial Dates	Tutorial Topic	Note
1	Sep 1 (Wed)	Introduction	N/A	No Tutorial	Tutorial sign-up from 16:00 Sep 2 to 6 (Thurs to Mon)
2	Sep 8 (Wed)	Entrepreneurial Business Model	Sep 7 (Tues) Sep 8 (Weds) Sep 9 (Thurs)	Introduction & ENTQ	
3	Sep 15 (Wed)	Business Opportunities Exploration	Sep 14 (Tues) Sep 15 (Weds) Sep 16 (Thurs)	Entrepreneurial Business Model	Personal Info sheet due on Sep 19 (Sun)
4	N/A	No Lecture	N/A	No Tutorial	Mid-Autumn Festival Holiday
5	Sep 29 (Wed)	Pricing	Sep 28 (Tues) Sep 29 (Weds) Sep 30 (Thurs)	Business Opportunities Exploration	Group formation due on Oct 3 (Sun)
6	Oct 6 (Wed)	Selling	Oct 5 (Tues) Oct 6 (Weds) Oct 7 (Thurs)	Pricing	

¹ Subject to further changes depending on students' learning progress, rescheduling of classes due to bad weather arrangements, fire drills or other unavoidable reasons.

7	N/A	No Lecture	N/A	No Tutorial	Reading Week & Individual paper due on Oct 20 (Wed)
8	Oct 20 (Wed)	Entrepreneurial Operations and Customer Development	Oct 19 (Tues) Oct 20 (Weds) Oct 21 (Thurs)	Selling	
9	Oct 27 (Wed)	Entrepreneurial Finance	Oct 26 (Tues) Oct 27 (Weds) Oct 28 (Thurs)	Entrepreneurial Operations and Design Customer Development	
10	Nov 3 (Wed)	Business Plan	Nov 2 (Tues) Nov 3 (Weds) Nov 4 (Thurs)	Entrepreneurial Leadership	
11	Nov 10 (Wed)	Entrepreneurial Leadership	Nov 9 (Tues) Nov 10 (Weds) Nov 11 (Thurs)	Group Presentation (Trial)	Group presentation slides due on Nov 14 (Sun)
12	Nov 17 (Wed)	Assessed Group Presentation	Nov 16 (Tues) Nov 17 (Weds) Nov 18 (Thurs)	Extra Consultation Hours	
13	Nov 24 (Wed)	Assessed Group Presentation	Nov 23 (Tues) Nov 24 (Weds) Nov 25 (Thurs)	Case Sharing & Review	

Important Remarks:

1. Tutorial registration time: from 16:00 pm on 2 Sep (Thurs) to 16:00 pm on 6 Sep (Mon)
2. Tutorial registration guide:
<https://moodle-support.hku.hk/tutorial-sign-application-student-january-4-2017>
3. **Nov 17 & 24 (Lecture 12 & 13)** will be your assessment day for 12 sides pitch. It is a **must** for all student to attend.