HKU BUSINESS SCHOOL
港大經管學院

Inspire · Empower · Lead

IIMT1611 Principles of Technology Entrepreneurship

(6 credits)
2022/23, Semester 1

GENERAL INFORMATION

Instructor: Dr Charleston Sin
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Semester 1
Class quota: **50 students per sub-class (1A)**
Venue and Time: Please refer to university timetable

Students are required to have an open mindset and creative spirit + interest in exploration and implementation of entrepreneurship and/or intrapreneurship

COURSE DESCRIPTION

The purpose of this course is to introduce students to the entrepreneurial process of the technology industry in general. The introductory course will go through the fundamental aspects of launching a technology entrepreneurial venture to complement the research and development activities in science and technology. It will expose students to common practices in venture development process such as opportunity identification and verification, to technology transfer and commercialization. Topics on legal subjects, e.g. intellectual properties & patent laws, and simple financing & strategic approach in the business plan will be covered. Learning from entrepreneurship cases will be one of the important components of this course, in order to further nurture an entrepreneurial mindset via learning from real-life examples in this specific industry of technology.

COURSE OBJECTIVES

1. Students to learn about what entrepreneurship is – its definition, theory, the related capacity and value in it; plus what it means to be an entrepreneur.
2. Students to learn about the characteristics of technology entrepreneurship – how it helps their works on innovation in science and technology.
3. Students to understand the relationship between R&D and entrepreneurship, supported by the business model and financial planning required. To equip the students w the capabilities to make their venture proposal with R&D believable and feasible, as well as the management skills for a sustainable business.
4. Students to learn about the fundamental in understanding the market, commercialization and technology transfer, considering the key stakeholders and users.
5. To equip the students with the technique of pitching as a crucial skill in the competitive market.
6. Students to learn from local and international cases, and the trend and performance of technology start-ups and enterprises in different regions globally.

FACULTY LEARNING GOALS (FLGs)

FLG1: Acquisition and internalization of knowledge of the programme discipline
FLG2: Application and integration of knowledge
FLG3: Inculcating professionalism
FLG4: Developing global outlook
FLG5: Mastering communication skills
FLG6: Cultivating leadership

COURSE LEARNING OUTCOMES

Course Learning Outcomes	Aligned Faculty Goals
CLO1. Acquire basic knowledge and principles in technology entrepreneurship per Course Objectives.	FLG1, FLG 4
CLO2. Present project specifics lucidly.	FLG5
CLO3. Apply the entrepreneurship skills to knowledge acquired from other courses	FLG2-6
CLO4. Show their understanding of technology-based business model	FLG2-5
CLO5. Work out the action plan relating to new project or venture establishment	FLG2-6

COURSE TEACHING AND LEARNING ACTIVITIES

Course Teaching and Learning Activities	Expected Study Hours	Study Load (% of study)
T&L1. Lectures	40	31
T&L2. Assignments 1 & 2	10	8
T&L3. Group Project	60	46
T&L4. Presentations and Pitching	20	15
Total	130*	100

**Please note that the expected study hours have, apart from class time, also included the students' individual and group reading, research and project development time. All project info and requirements will be debriefed at start of project in class – students should conduct good time-management to organize their study/project plan and to stick with it, instead of leaving all works towards close to hand-in or presentation time. Course instructor is contactable along the way and is willing to provide necessary support to the students' learning journey.*

Assessment Methods	Brief Description	Weight	Aligned Course Learning Outcomes
A1. Case Research and Analysis	*Assignment 1*: an individually prepared 3-page presentation on a technology topic What is the Technology, Its Applications, and Its Business Opportunity.	15%	CLO1, 3, 4
A2. Written Assignments:		20%	CLO1, 4, 5
A3. Project and Presentation	*Assignment 2*: pick a company, and individually prepared 1-page summary of its innovation strategy, with pro and con.	50%	CLO1 - 5
A4. Practice in group discussions and class engagements.		15%	CLO1, 2, 3
	Assignment 3: A group project with 4-6 team members on a start-up business plan, and present to the class showcase day.		
	Assignment 4: Overall participation, interactive discussion, and contribution to class; individual digital portfolio is to be submitted at end of course to record all assignment works, their own learning journey and the reflection.		
	Total	100%	

STANDARDS FOR ASSESSMENT

Course Grade Descriptors

A+, A, A-	**Excellent (A) -** Candidate has consistently demonstrated a thorough understanding and original view of the subject as evidenced by exceptionally astute analysis and synthesis. Authentic style has been established and shown in the project development.
B+, B, B-	**Good (B) -** Candidate frequently demonstrated a substantial understanding of the subject and has demonstrated his/her effort in achieving the project brief and requirement.
C+, C, C-	**Fair (C) -** Some of the responses are well organized, clear but with insufficient elaboration – there is significant room for improvement to achieve a more satisfactory level to the project course or project requirement.
D+, D	**Pass(D)/Review -** Solutions to questions and problems containing unstructured but relevant observations. Candidate has shown marginally interest in the subject.
F	**Fail -** Little evidence of basic familiarity with the subject, nor demonstration of sufficient effort to basic project and course requirement.

Assessment Rubrics for Each Assessment

Students' project submission and presentation will be assessed based on requirements set in each brief handed out. In general, these will be of equal importance: relevant and thorough analysis, development process, quality of works and presentation.

Student to note that relevant trials and engagements are the key of success in this course. Simply submitting the project in the way as checklist 'box-ticking' will not be sufficient.

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

Please refer to University Calendar. (Subject to COVID-19 situation, this course will be delivered in the format accordingly to university policy. Please refer to university policy closer to date.)

The following Whatsapp group is for class participants, during the course period, for sharing of market news and insight, as well as discussion. Please add with your whatsapp number with your name clearly stated.

Course content:

- Basic principles in entrepreneurship and intrapreneurship
- Context -- Changing business & market environment
- Context -- Technology role in innovation
- Intrapreneurship – Corporate & Product Innovation
- AWS Working Backward
- Business Model Canvas
- Disciplined Entrepreneurship
- Entrepreneurship Financing
- GBA & ASEAN markets: from risk to opportunity
- Disruptive Digital Technologies -- Artificial Intelligence & Blockchain & its implication

RECOMMENDED READINGS & ONLINE MATERIALS

- **Disciplined Entrepreneurship Marketplace** by Bill Aulet
- **Zero to One** by Peter Thiel
- **Business Model Generation** by Alex Osterwalder
- **Startup Owner's Manual** by Steve Blank
- **Working Backwards: Insights, Stories and Secrets from Inside Amazon** by Colin Bryar & Bill Carr
- **Quirky** by Melissa Schilling
- **The Innovator's Dilemma** by Clayton Christensen
- **The Wise Company: How Companies Create Continuous Innovation** by Ikujiro Nonaka & Hirotaka Takeuchi
- **The Startup Playbook** by Rajat Bhargava & Will Herman
- **The Four Steps to the Epiphany: Success Strategies for Products that Win** by Steve Blank

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

○ Y - SETL around the end of the semester

○ Online response via Moodle site

○ Others: _____ (please specify)

COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)

General requirements in plagiarism, academic honesty and attendance apply. Any lateness or absence to the class needs to have the lecturer(s) officially informed with sound reason – otherwise penalty in the form of mark deduction might apply.

ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

Further to what has been described in the assessment section, participation and engagement in the class and tutorial is required in this course. Lecturers will help students to see into their own work and to assist to bring it into its fullest manifestation, through an effective and interactive learning.