



1. General Information

Course Subject	IIMT
Course Number	1611
Course Title	Principles of Technology Entrepreneurship
Academic Years	2023-2024
Grading Method	Letter

2. Instructors

Dr Chiu Shun Charleston SIN
Office: Room 307 3/F K.K. Leung Building
Email: csin@hku.hk
Office: 3911 2311
Subclasses: 1A

4. Course Description

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.
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5. 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 with 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.

6. Faculty Learning Goals
Goal 1: Acquisition and internalization of knowledge of the programme discipline
Goal 2: Application and integration of knowledge
Goal 3: Inculcating professionalism
Goal 4: Developing global outlook
Goal 5: Mastering communication skills
Goal 6: Cultivating leadership

7. Course Learning Outcomes						
Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Acquire basic knowledge and principles in technology entrepreneurship per Course Objectives.	✓			✓		
CLO2. Present project specifics lucidly.					✓	
CLO3. Apply the entrepreneurship skills to knowledge acquired from other courses		✓	✓	✓	✓	✓
CLO4. Show their understanding of technology-based business model		✓	✓	✓	✓	
CLO5. Work out the action plan relating to new project or venture establishment		✓	✓	✓	✓	✓

8. Course Teaching and Learning Activities		
Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Lectures	40	30.8
T&L2. Assignments 1 & 2	10	7.7
T&L3. Group Project	60	46.2
T&L4. Presentations and Pitching	20	15.3
	Total: 130	Total: 100

9. Assessment Methods			
Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Case Research and Analysis	an individually prepared 3-page presentation on a technology topic What is the Technology, Its Applications, and Its Business Opportunity.	15%	1,3,4
A2. Written Assignments	pick a company, and individually prepared 1-page summary of its innovation strategy, with pro and con.	20%	1,4,5
A3. Project and Presentation	A group project with 4-6 team members on a start-up business plan, and present to the class showcase day.	50%	1,2,3,4,5
A4. Practice in	Overall participation, interactive discussion, and	15%	1,2,3

9. Assessment Methods

group discussions and class engagements	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.		
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10. Course Grade Descriptors

A+,A,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-	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-	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	Solutions to questions and problems containing unstructured but relevant observations. Candidate has shown marginally interest in the subject.
F	Little evidence of basic familiarity with the subject, nor demonstration of sufficient effort to basic project and course requirement.

11. Course Content and Tentative Teaching Schedule

Topic/ Session	Date	Content	Other information
1		Basic principles in entrepreneurship and intrapreneurship	
2		Context -- Changing business & market environment	
3		Context -- Technology role in innovation	
4		Intrapreneurship – Corporate & Product Innovation	
5		AWS Working Backward	
6		Business Model Canvas	
7		Disciplined Entrepreneurship	
8		Entrepreneurship Financing	
9		GBA & ASEAN markets: from risk to opportunity	
10		Disruptive Digital Technologies -- Artificial Intelligence & Blockchain & its implication	

12. Required/Recommended Readings & Online Materials

Reading	The instructor will provide additional course materials and instructions on Moodle.
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13. Means / Processes for Student feedback on Course

✓	Conducting mid-term survey in additional to SETL around the end of the semester
	Online response via Moodle site
	Others

14. Course Policy

- Academic dishonesty is an assault upon the basic integrity and meaning of a University. Cheating, plagiarism and other forms of academic dishonesty are serious acts that erode the University's educational role and degrade the value of one's degree.
- All students should support and share responsibility for the academic integrity in the HKU community, as well as their own work. You are expected to:
 - o Refrain from cheating, plagiarism or other forms of academic misconduct
 - o Not to aid or abet others to commit any form of academic misconduct
 - o Report to teacher or the Faculty Office about any incident of academic misconduct observed
- Plagiarism and cheating are extremely serious intellectual crime and will not be tolerated to any extent in HKU. Any act of plagiarism or cheating is a disciplinary matter that can result in serious consequences, including expulsion from the University.
- Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>. Please also be familiar with the HKU regulations and policies on attendance, absence, examination, and copyright (e.g., HKU Undergraduate Student Handbook).

15. Additional Course Information

I will send announcements about the course via Moodle.

Please note that teaching materials is intended solely for use of students of this course. Please do not share with non-course students or post on websites without permission. Respecting intellectual property is both professionalism and being ethical.