



1. General Information

Course Subject	BUSI
Course Number	1806
Course Title	International Entrepreneurial and Innovation Experience
Academic Years	2024-2025
Grading Method	Letter

2. Instructors

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4. Course Description

Course Description	<p>The BUSI1806 International Entrepreneurial and Innovation Experience is a course open to all undergraduate students, designed to provide international exposure and firsthand knowledge of global business, management, and innovation in today's fast-paced, globalized environment. Students will explore key European business hubs, in this case - Barcelona's emerging business opportunities and its dynamic startup ecosystem. The course will also incorporate insights from local companies and industry experts, providing a comparative perspective on entrepreneurship, innovation, and ecosystem development and international business.</p> <p>Through company visits, interactions with local entrepreneurs, and discussions on business trends, geopolitics, and economic policy, students will gain valuable insights into how cultural and regulatory differences impact international business practices. Special emphasis will be placed on the role of innovation and entrepreneurship in shaping competitive economies, as students analyze how startup ecosystems thrive in cities like Barcelona, alongside other global innovation hubs.</p> <p>Students will document their cultural and business experiences through written reflections and a research project focused on a key theme in international business, global management, or innovation based on research, company insights, and field experiences. By immersing themselves in the heart of these entrepreneurial ecosystems, students will enhance their ability to develop new business models, foster innovation, and navigate the challenges of conducting business in a rapidly evolving global economy.</p>
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5. Course Objectives

1. Increase intercultural exposure, cultural sensitivity, and explore topics such as geopolitics and history related to the selected country and region
2. Raise students' awareness of cultural diversity and enhance their understanding of how culture impacts business practices, with a particular focus on business practices of the focus country and region
3. Acquire knowledge about the international business environment, global management issues, and innovation ecosystems

6. Faculty Learning Goals

Goal 1: Acquisition and internalization of knowledge of the program discipline

Goal 2: Application and integration of knowledge
Goal 3: Inculcating professionalism
Goal 4: Developing global outlook
Goal 5: Mastering communication skills
Gal 6: Cultivating leadership

7. Course Learning Outcomes

Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Acquire a global understanding of the essence of innovation and entrepreneurship, especially the local ecosystem of focus	✓	✓		✓		
CLO2. Acquire knowledge of international business and global management	✓		✓	✓		
CLO3. Develop cultural sensitivity and enhance awareness of how culture impacts business practices	✓	✓	✓	✓		
CLO4. Develop analytical and writing skills	✓	✓	✓		✓	
CLO5. Develop international and cross-cultural acumen	✓	✓	✓	✓	✓	✓

8. Course Teaching and Learning Activities

Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Lectures, workshops and company visits	40	35
T&L2. Group activities and cultural immersion	20	25

T&L4. Pre-trip preparation and Individual Trip Journal and research paper	60	40
	Total: 120	Total: 100

9. Assessment Methods			
Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Attendance/ Participation— Interactive Lectures	Attendance and Participation All activities	30%	1,2,3,4, 5
A2. Pre-trip Assignment	Pre-trip Preparation and completion of assignment	20%	1,2,3, 4
A3. Project Presentation	Post-trip research and analysis	35%	1,2,3,4,5
A4. Reflection Paper	Individual Trip Journal	15%	1,2,3

Assessment Rubrics	
A1. Attendance/ Participation— Interactive Lectures	Attendance will be taken for ALL activities during the trip and for the pre-trip briefing session. Discussion and participation and joining in lectures, workshops, etc. will also be considered in assigning points for attendance and individual participation.
A+,A,A-	Extremely well prepared and active in sharing views and attended at least 90% of activities.

Assessment Rubrics	
B+,B,B-	Partially prepared and quite active in sharing views and attended at least 80% of activities.
C+,C,C-	Not well prepared and only occasionally sharing views and attended at least 70% of classes.
D+,D	Not well prepared and no sharing of views and attended at least 60% of classes.
F	Never prepared and no sharing of views and attended less than 60% of classes.
A2. Pre-trip Assignment	Each student is required to submit a one-page writeup (in point form) on the political and economic overview of the selected country and what the student wishes to learn from this course. Plus complete assigned course reading and associated questions to be submitted in a 1-2 page report.
A+,A,A-	Demonstrated an excellent grasp and effective use of concepts covered in the reading. Professional presentation and written work.
B+,B,B-	Demonstrated a substantial grasp and moderately effective use of concepts covered in the reading. Good presentation, and written work.
C+,C,C-	Demonstrated a fair grasp and sufficient use of concepts covered in the reading. Mediocre presentation, and written work.
D+,D	Demonstrated limited grasp and very limited use of concepts covered in the reading. Weak presentations, and written work.
F	Demonstrated very limited grasp and did not apply concepts covered in the reading. Poor presentation, and written work.
A3. Project Presentation	
A+,A,A-	Demonstrated an excellent grasp and effective use of concepts covered in the workshops. Professional presentation and outstanding teamwork and communication.
B+,B,B-	Demonstrated a substantial grasp and moderately effective use of concepts covered in the workshops. Good presentation, teamwork and communication.
C+,C,C-	Demonstrated a fair grasp and sufficient use of concepts covered in the workshops. Mediocre presentation, teamwork and communication.
D+,D	Demonstrated limited grasp and very limited use of concepts covered in the workshops. Weak presentations, teamwork and communication.
F	Demonstrated very limited grasp and did not apply concepts covered in the workshops. Poor presentation, teamwork and communication.
A4. Reflection Paper	Each student is required to write individual and personal reflections about what they learnt at the end of the trip. Key program highlights and takeaways should be entered in the journal. The Trip Journal will be evaluated on two criteria: observations and experiences and practical applications of lessons learned, and quality of writing and editing.
A+,A,A-	All or almost all of the observations and learnings described are important and relevant, and with deep and critical thinking of the acquired knowledge. Clear and well-organized writing.
B+,B,B-	Most of the observations and learnings described are important and relevant, and with some degree of critical thinking of the acquired knowledge. Generally clear writing.
C+,C,C-	Some of the observations and learnings described are important and relevant, but lack critical thinking of the acquired knowledge. ++++++Moderately clear writing.
D+,D	Very few of the observations and learnings described are important and relevant, and lack critical thinking of the acquired knowledge. Below average writing.
F	None of the observations and learnings described are important nor relevant, and lack critical thinking of the acquired knowledge. Poor writing.

A+,A,A-	Student demonstrated an excellent grasp of innovation and entrepreneurship concepts, as evidenced by exceptional in-course contributions and presentations. Outstanding teamwork and communication.
B+,B,B-	Student demonstrated a substantial grasp of innovation and entrepreneurship concepts, as evidenced by above average in-course contributions and presentations. Good teamwork and communication.
C+,C,C-	Student demonstrated a fair grasp of innovation and entrepreneurship concepts, as evidenced by average in-course contributions and presentations. Sufficient teamwork and communication.
D+,D	Student demonstrated limited grasp of innovation and entrepreneurship concepts, as

10. Course Grade Descriptors

	evidenced by barely satisfactory in-course contributions and presentations. Little teamwork and communication.
F	Student demonstrated very limited grasp of innovation and entrepreneurship concepts, as evidenced by poor in-course contributions and presentations. Poor teamwork and communication.

11. Course Content and Tentative Teaching Schedule

This program is designed to stimulate students' intellect and academic curiosity. The program offers hands-on engagement with companies and industry experts, complemented by educational tourism activities that delve into the rich history and culture of the selected location.

The cutting-edge coursework and teaching methodologies used will dive into the latest technology trends and developments, both in startups and large corporations. Student's will learn from the best, including expert lecturers and representatives from local institutions, startups, venture capital firms, and multinational corporations. This will include interaction and encounters with local companies, integrating theory with hands-on practical work.

Topic/ Session	Date	Content	Other information
		Pre-trip Session online (2 hours) • Programme Overview/Briefing • Instructions on Individual Trip Journal • Pre-departure reading and writeup	
	June 1-7, 2025	See sample program	

12. Required/Recommended Readings & Online Materials

Reading	<ul style="list-style-type: none"> • - Start-up Nation, (2009), by Dan Senor & Saul Singer - The Lean Startup, (2011), by Eric Ries
Textbook	<ul style="list-style-type: none"> • - Specific articles to the country/cities will be assigned per course - Specific reading according to the companies/lecture topics will be assigned before the trip

13. Means / Processes for Student feedback on Course

✓	Daily feedback surveys conducted online via link sent to students via WeChat

14. Course Policy

Plagiarism and copying of copyright materials are serious offences and may lead to disciplinary actions. You should read the chapters on “Plagiarism” and “Copyright” in the Undergraduate/Postgraduate Handbook for details. You are strongly advised to read the booklet entitled “What is Plagiarism?” which was distributed to you upon your admission into the University, a copy of which can be found at www.hku.hk/plagiarism. A booklet entitled “Plagiarism and How to Avoid it” is also available from the Main Library.