

City University of Hong Kong

**Information on a Course
offered by Department of Information Systems
with effect from Semester A in 2014 / 2015**

Part I

Course Title:	Innovation and Technology Entrepreneurship
Course Code:	IS5940
Course Duration:	One Semester (13 weeks)
No. of Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

1. Course Aims:

This course aims to:

- Develop students' knowledge and skills to identify business opportunities, gather resources such as talent and capital, and manage growth and technology risks for technology-intensive businesses competing online and offline, in new markets, and in entering potential markets.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting	PILO (MScISM)
1.	Describe the key concepts and characteristics of innovation and technology entrepreneurship.	2	P1
2.	Develop an innovative business plan that takes into account socio-technical, economic, and regulatory factors.	3	P2
3.	Apply appropriate business and revenue models to launch a technology venture successfully.	3	P3
4.	Demonstrate creative problem solving skills in formulating successful business strategies.	2	P3
5.	Exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.	1	P4

(3: relatively most focused ILOs; 2: moderately focused ILOs; 1: least focused ILOs)

3. Teaching and Learning Activities (TLAs)

(designed to facilitate students' achievement of the CILOs)

Indicative of likely activities and tasks students will undertake to learn in this course.

Final details will be provided to students in their first week of attendance in this course.

Seminar: 3 hours per week

TLA1 Lectures:

Concepts, methods and case studies of innovation and technology entrepreneurship will be presented.

TLA2 Tutorials:

Real-world examples of successful and un-successful technology ventures will be critically analyzed and discussed among fellow students.

TLA3 Practical Workshops:

Developing the hands-on skills for the development of sound business plans and for the communication of these plans to fellow students.

TLA4 On-Line Discussion:

Students are encouraged to do self-reflection and sharing concepts, techniques, and methods in the formulation of successful business plans and strategies.

ILO No	TLA1	TLA2	TLA3	TLA4	Hours/week (if applicable)
CILO 1	2			1	
CILO 2	1	2	2		
CILO 3		2	2	1	
CILO 4		1	2		
CILO 5			1	1	

(1: Indirectly Supporting ILO; 2: Directly Supporting ILO)

4. Assessment Tasks/Activities

(designed to assess how well the students achieve the CILOs)

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

AT1 Tutorial Exercises (10%):

Each tutorial consists of exercises, small group discussions, self reflection, or student presentations to assess students' understanding of the chosen topics.

AT2 Group Project (50%):

A group project, which includes a project report and presentation, will be allocated to let students apply business planning and evaluation skills to develop business plans for technology ventures.

AT3 Examination (40%):

The final examination (2 hours) will be an open book exam to assess student's competence level of the taught subjects. It will cover all readings assigned in the class, the lectures and the tutorials including the cases and examples mentioned in the class.

****Students must pass BOTH coursework and examination in order to get an overall pass in this course.****

ILO No	AT1 (10%)	AT2 (50%)	AT3 (40%)	Remarks
CILO 1	1	2	2	1 - ILO moderately assessed by AT; 2 - ILO heavily assessed by AT.
CILO 2	2	2	2	
CILO 3		2	1	
CILO 4		2	1	
CILO 5	2	1		

(1: Indirectly Supporting ILO; 2: Directly Supporting ILO)

5. **Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.
Standard grading pattern (A+, A, A- ... C-, D, F)

ILO	Excellent	Good	Adequate	Marginal
CILO1	Accurately describe all key concepts, and effectively compare and discriminate among the key concepts;	Accurately describe all key concepts;	Accurately describe most key concepts;	Accurately describe some key concepts;
CILO2	Creatively apply effective methodology in the development of effective business plans given specific business context;	The business plans are appropriate in the given business context;	Most the elements of business plans are appropriate in general;	Some the elements of the business plans are appropriate in general;
CILO3	Creatively applied effective revenue models to set up successful business in the given situation;	Correctly applied sound revenue models to set up business in the given situation;	Sound revenue models are consulted to justify the set up business in general;	Some considerations of revenue models are taken when a business is set up in general;
CILO4	Creatively formulate business strategies with respect to specific business contexts;	Effectively formulate business strategies with respect to specific business contexts;	Most the business strategies are appropriate in general;	Some the business strategies are appropriate in general.
CILO5	Demonstrates a cogent ability to integrate communication skills so that ideas are communicated in the most cost-effective way.	Effectively communicate ideas by using all feasible communication channels.	Most of the ideas are communicated accurately using appropriate communication channels.	Some of the ideas are communicated accurately using one or more communication channels.

Part III

Keyword Syllabus

- What are the CONCEPTS of innovation and technology entrepreneurship?
- What are the LEGAL, TECHNOLOGICAL, ETHICAL and TAX ISSUES related to entrepreneurship?
- How can one assess PRODUCT/SERVICE FEASIBILITY?
- How is a REVENUE MODEL developed, and how can it improve business efficiency?
- What are the advantages and difficulties of MARKETING on the WEB?
- How can a business' INTELLECTUAL PROPERTY be effectively PROTECTED?
- How can OPPORTUNITIES for VENTURES be realized and used?
- How is a BUSINESS VENTURE FORMED and PLANNED?
- How can RISK MANAGEMENT minimize or eliminate failure?
- How can the creation of a BUSINESS PLAN improve performance?
- In what ways is SUSTAINABILITY a goal of innovation?

Recommended Reading:

Text(s):

Thomas Byers, Richard Dorf and Andrew Nelson, Technology Ventures: From Idea to Enterprise, McGraw-Hill, 3/e, Jan. 14, 2010. ISBN-13: 978-0073380186.

John Bessant and Joe Tidd, Innovation and Entrepreneurship, John Wiley & Sons, Ltd., 2/e, May 16, 2011. ISBN-13: 978-0470711446.

Melissa A. Schilling, Strategic Management of Technological Innovation, McGraw-Hill, 4/e, Oct. 30, 2012. ISBN-13: 978-0078029233.

Napier, A., Rivers, O., Wagner, S., Napier, J., Creating a Winning E-Business, Cengage Learning, 2/e, 2005. ISBN-13: 978-0619217426.

Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, Technology Entrepreneurship: Creating, Capturing, and Protecting Value.

Sharma, P (ed.), The Harvard Entrepreneurs Club Guide to Starting your Own Business, Wiley and Sons, 1999.

Online Resources:

Course reading materials will be augmented by articles from journals and by whitepapers and other materials available on-line.