

**City University of Hong Kong
Course Syllabus**

**offered by Department of Information Systems
with effect from Semester A 2016 / 2017**

Part I Course Overview

Course Title:	<u>Innovation and Technology Entrepreneurship</u>
Course Code:	<u>IS5940</u>
Course Duration:	<u>One Semester (13 weeks)</u>
Credit Units:	<u>3</u>
Level:	<u>P5</u>
Medium of Instruction:	<u>English</u>
Medium of Assessment:	<u>English</u>
Prerequisites: <i>(Course Code and Title)</i>	<u>Nil</u>
Precursors: <i>(Course Code and Title)</i>	<u>Nil</u>
Equivalent Courses: <i>(Course Code and Title)</i>	<u>Nil</u>
Exclusive Courses: <i>(Course Code and Title)</i>	<u>Nil</u>

Part II Course Details

1. Abstract

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)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe the key concepts and characteristics of innovation and technology entrepreneurship.	20%			
2.	Develop an innovative business plan that takes into account socio-technical, economic, and regulatory factors.	30%	✓	✓	✓
3.	Apply appropriate business and revenue models to launch a technology venture successfully.	20%			
4.	Demonstrate creative problem solving skills in formulating successful business strategies.	20%	✓	✓	
5.	Exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.	10%			
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
TLA1 Lectures	Concepts, methods and case studies of innovation and technology entrepreneurship will be presented.	✓	✓				
TLA2 Tutorials	Individual and group exercises will be given to students to improve their understanding of basic concepts and to develop their skills in formulating innovative business strategies.		✓	✓	✓		
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.	✓		✓		✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 60%							
AT1 Tutorial Exercises Each tutorial consists of exercises, small group discussions, self-reflection, or student presentations to assess students' understanding of the chosen topics.	✓	✓			✓	30%	
AT2 Group Project 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.	✓	✓	✓	✓	✓	30%	
Examination: 40% (duration: one 2-hour exam)							
AT3 Examination The final examination 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.	✓	✓	✓	✓		40%	
						100%	

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

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
AT1 Tutorial Exercises	Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to analyse the technology and/or business innovations involved in different business cases.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business strategies.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2 Group Project	Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to collaboratively develop an innovative business plan that takes into account socio-technical, economic, and regulatory factors.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to apply appropriate business and revenue models to launch a technology venture successfully.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrate creative problem solving skills in formulating successful business strategies.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3 Examination	Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to apply appropriate business and revenue models for different technology ventures.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrate creative problem solving skills in formulating successful business strategies.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

- CONCEPTS of innovation and technology entrepreneurship.
- LEGAL, TECHNOLOGICAL, ETHICAL and TAX ISSUES related to entrepreneurship. PRODUCT/SERVICE FEASIBILITY. REVENUE MODEL developed.
- Improve business efficiency.
- Advantages and difficulties of MARKETING on the WEB.
- INTELLECTUAL PROPERTY be effectively PROTECTED.
- OPPORTUNITIES for VENTURES be realized and used.
- BUSINESS VENTURE FORMED and PLANNED.
- Creation of a BUSINESS PLAN improve performance.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Nil
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Thomas Byers, Richard Dorf and Andrew Nelson, <u>Technology Ventures: From Idea to Enterprise</u> , McGraw-Hill, 3/e, Jan. 14, 2010. ISBN-13: 978-0073380186.
2.	John Bessant and Joe Tidd, <u>Innovation and Entrepreneurship</u> , John Wiley & Sons, Ltd., 2/e, May 16, 2011. ISBN-13: 978-0470711446.
3.	Melissa A. Schilling, <u>Strategic Management of Technological Innovation</u> , McGraw-Hill, 4/e, Oct. 30, 2012. ISBN-13: 978-0078029233.
4.	Alexander Osterwalder, Yves Pigneur. <u>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</u> . John Wiley and Sons; 1st edition, 2010.
5.	Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, <u>Technology Entrepreneurship: Creating, Capturing, and Protecting Value</u> .
6.	Sharma, P (ed.), <u>The Harvard Entrepreneurs Club Guide to Starting your Own Business</u> , Wiley and Sons, 1999.

2.3 Online Resources

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