

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A, 2018/19**

Part I Course Overview

Course Title: Personal Initiative for Entrepreneurs

Course Code: FB6859P

Course Duration: Intensive mode: 2 days

Credit Units: 1

Level: P6

Medium of Instruction: Putonghua

Medium of Assessment: Chinese

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

Business success always depends on becoming active, which implies that the entrepreneur has to show personal initiative composing of three important elements: being self-starting, showing future thinking, and overcoming barriers. This course provides action principles entrepreneurs can follow to increase their personal initiative which will in turn lead to an increase in business success. These principles are rules of thumb which are easy to follow, without studying lots of theory. The course treats every step in the entrepreneurial process – from identifying opportunities to looking for feedback – in the light of personal initiative. The course design aims at giving the chance to become active and practice the action principles for every step with the help of case studies.

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.	Learn to become active without being told, change the environment instead of waiting for changes to come, and always seek to be ahead of competitors.		√	√	√
2.	Learn to consider both the future opportunities/problems in the market and their present preparation for them.		√	√	√
3.	Learn to accept to make mistakes, find long-term solutions for possible problems and obstacles to occur and be persistent in pursuing personal goals despite of these problems and obstacles.		√	√	√

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				
Lecture	The instructor will present the frameworks for the three elements of personal initiatives: self-staring, future-thinking, and overcoming barriers.	√	√	√				
Class Participation	Through interactions, the participants apply the principles to their own business and business environment to be able to transfer what has been learned during the course.	√	√	√				
Assignment/Presentation	There will be presentation sections, followed by one or several exercises and the discussion of these exercises, as well as by a feedback section in order to maximize the learning effect of the participants.	√	√	√				

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					
Continuous Assessment: <u>100</u> %								
Class Participation and Group/ Individual Assignments etc. [#]	√	√	√				100%	
Class Participation	√	√	√				30%	
Group Work	√	√	√				35%	
Individual Assignment	√	√	√				35%	
Examination: _____ % (duration: _____, if applicable)								

[#] Individual lecturers will specify the assessment tasks according to the nature of subject and participants' learning needs.

100%

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-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Participation		Strong evidence of class participation through punctual and nearly full attendance, active engagement in class discussions, and careful preparation for class activities.	Adequate evidence of class participation through punctual attendance, active engagement in class discussions, and careful preparation for class activities.	Some evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.	Marginal evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.	Little of no evidence of class participation.
2. Group Assignment		Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.	Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.	Some evidence of good grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Little of no evidence of understanding of subject matter.
3. Individual Assignment		Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.	Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.	Some evidence of good grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Little of no evidence of understanding of subject matter.

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.)

Personal development; Entrepreneurial mindset; Personal initiative; Self-starting; Proactive; Future-thinking; Overcoming barriers; Creative thinking; Innovative thinking; Growth mindset etc.

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.)

Readings and handouts will be assigned by the course instructor covering a specific subject/field.

2.2 Additional Readings

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

Readings and handouts will be assigned by the course instructor covering a specific subject/field.