

MGT6800: ENTREPRENEURIAL PROJECT

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Entrepreneurial Project

Subject Code

MGT - Management

Course Number

6800

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The Entrepreneurial Project course offers a transformative learning experience for students interested in management and innovation through practical engagement with start-ups and organizations. Designed to enhance students' entrepreneurial

skills, the course assigns groups of students to collaborate with a designated organization. Each group receives a unique project case with specific objectives, allowing them to work on real-world management challenges. This hands-on involvement provides invaluable insights into strategic decision-making and innovation processes within dynamic business environments.

The course is tailored for students who demonstrate initiative, a positive attitude, and a strong academic record. Through this immersive experience, students apply academic theories to practical projects, fostering the integration of management concepts with entrepreneurial spirit. Participants will elevate their problem-solving skills, build professional networks, and prepare for future career pursuits. The course culminates in a comprehensive project report and presentation, showcasing the collaborative achievements of the student groups.

This course aims to:

- Provide students with hands-on experience by assigning them to live project cases with start-ups and organizations.
- Develop students' problem-solving and strategic decision-making skills through real-world entrepreneurial challenges.
- Bridge the gap between theoretical learning and practical application in the fields of management and innovation.
- Foster a deeper understanding of the dynamics within start-up environments and the entrepreneurial process.
- Encourage collaboration and teamwork among students as they work towards achieving specific project objectives.
- Enhance students' ability to integrate and apply academic concepts to contribute tangible value to host organizations.
- Strengthen professional networks and industry connections through interactions with business leaders and peers.
- Improve students' job market competitiveness by equipping them with practical skills and experience.
- Cultivate an entrepreneurial mindset that prepares students for future career endeavours in management and innovation.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Cultivate Practical Curiosity: Develop and demonstrate curiosity and an innovative mindset through working on real-world business scenarios, and collaborating with peers to explore novel solutions.	15		x	
2	Enhance Real-World Critical Thinking: Strengthen critical thinking skills by assessing diverse business ideas and strategies, integrating insights across disciplines, and applying this knowledge to tackle tangible management and entrepreneurial challenges.	15	x		
3	Apply Practical Research Skills: Acquire and apply essential research skills to analyze and interpret business data, enabling students to develop actionable insights and create solutions for issues in actual entrepreneurial and business settings.	20			x
4	Develop Functional Solutions: Demonstrate the ability to design and implement practical, innovative solutions to real-world business problems, reflecting hands-on experience in crafting processes and strategies that yield results.	30			

5	Communicate Effectively in Business Contexts: Demonstrate proficiency in articulating business insights and solutions through clear, structured written reports and compelling oral presentations, ensuring effective communication and influence in professional environments.	20			
---	--	----	--	--	--

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 real-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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Start-Up and Organizational Projects	Student will participate in hands-on projects with partnered start-ups or organizations to identify, diagnose, and address practical business challenges. This activity fosters critical thinking and enhances problem-solving skills by immersing students in real-world management scenarios.	1, 2, 3	
2	Collaborative Group Sessions	Student will engage in group discussions and collaborative workshops to brainstorm and propose innovative solutions to entrepreneurial challenges. This activity enhances teamwork, communication, and the synthesis of diverse ideas to tackle complex problems effectively.	1, 2, 5	

3	Project Proposals	Student will craft detailed project proposals that address the diagnosis of real-life business challenges and outline innovative solutions. This activity strengthens written communication, analytical skills, and the ability to articulate structured approaches to problem-solving.	1, 3, 4, 5	
4	Live Business Projects	Student will manage and execute live projects from planning to implementation with a focus on practical learning. This activity develops self-directed learning, project management capabilities, and real-world application of theoretical knowledge.	3, 4	
5	Final Report and Presentation	Student will deliver final report and oral presentations of project outcomes and innovative solutions to partnered organizations and peers. This activity hones effective communication skills and demonstrates the ability to present well-organized, impactful content in a professional environment.	4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Interim Proposal	3, 4, 5	10	
2	Project Report	4, 5	35	
3	Group Presentation	5	20	
4	Continued Performance	1, 2, 3, 4, 5	20	
5	Company Evaluation	1, 2, 3	15	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Interim Proposal (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Clarity and thoroughness of the initial project proposal, demonstrating understanding of project scope and objectives.

Excellent

(A+, A, A-) Presents a clear, comprehensive proposal; shows deep understanding of project scope; articulates objectives with precision.

Good

(B+, B, B-) Presents a well-structured proposal; demonstrates solid understanding of project scope; articulates objectives clearly.

Fair

(C+, C, C-) Presents an adequate proposal; demonstrates moderate understanding of project scope; outlines objectives satisfactorily.

Marginal

(D) Presents a basic proposal; demonstrates minimal understanding of project scope; outlines objectives vaguely.

Failure

(F) Presents an unclear or incomplete proposal; shows little to no understanding of project scope; lacks clarity in objectives.

Assessment Task

Project Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Development and proposal of innovative solutions to a real-world entrepreneurial problem, including critical evaluation of potential impacts. Quality and thoroughness of the final written report, demonstrating analysis, solution implementation, and reflection on results.

Excellent

(A+, A, A-) Delivers an insightful, thorough report; demonstrates excellent analysis and reflection; presents solutions effectively with robust evidence.

Good

(B+, B, B-) Delivers a clear, well-discussed report; demonstrates strong analysis and reflection; presents solutions with solid evidence.

Fair

(C+, C, C-) Delivers an adequate report; demonstrates acceptable analysis and reflection; presents solutions with reasonable evidence.

Marginal

(D) Delivers a basic report; demonstrates limited analysis and reflection; presents solutions with little evidence.

Failure

(F) Delivers an incomplete or unclear report; demonstrates poor analysis and reflection; provides inadequate or unsupported solutions.

Assessment Task

Group Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Effectiveness of oral presentation, including clarity of communication, organization, and ability to engage the audience.

Excellent

(A+, A, A-) Delivers a highly engaging and well-structured presentation; communicates clearly and convincingly; demonstrates exceptional team coordination.

Good

(B+, B, B-) Delivers a clear and organized presentation; communicates effectively; demonstrates good team coordination.

Fair

(C+, C, C-) Delivers an adequate presentation; communicates reasonably well; demonstrates some team coordination.

Marginal

(D) Delivers a basic presentation; communicates with minimal clarity; demonstrates limited team coordination.

Failure

(F) Delivers an ineffective presentation; communicates poorly; shows little to no team coordination.

Assessment Task

Continued Performance (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Consistency and level of engagement throughout the project phase, including contribution to team activities and tasks.

Excellent

(A+, A, A-) Maintains high levels of engagement and contribution; significantly enhances team performance; consistently proactive and reliable.

Good

(B+, B, B-) Maintains consistent engagement and contribution; supports team performance effectively; generally proactive and reliable.

Fair

(C+, C, C-) Demonstrates adequate engagement and contribution; meets basic team performance expectations; somewhat reliable.

Marginal

(D) Demonstrates minimal engagement and contribution; meets some team performance expectations; occasionally unreliable.

Failure

(F) Demonstrates inadequate engagement and contribution; fails to meet team performance expectations; unreliable.

Assessment Task

Company Evaluation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Evaluation by the partnering company based on the group's professionalism, collaboration, and impact of the project.

Excellent

(A+, A, A-) Receives outstanding evaluations; demonstrates exceptional professionalism and collaboration; delivers significant positive impact.

Good

(B+, B, B-) Receives strong evaluations; demonstrates solid professionalism and collaboration; delivers positive impact.

Fair

(C+, C, C-) Receives satisfactory evaluations; demonstrates adequate professionalism and collaboration; delivers modest impact.

Marginal

(D) Receives lukewarm evaluations; demonstrates limited professionalism and collaboration; delivers minimal impact.

Failure

(F) Receives poor evaluations; demonstrates insufficient professionalism and collaboration; delivers negligible or negative impact.

Part III Other Information

Keyword Syllabus

Management, innovation, communication, professional work setting, working experience, entrepreneurship experience, entrepreneurship project.

Reading List

Compulsory Readings

Title	
1	Gundry, L. & A. Buckho (latest edition) Field Casework: Methods for Consulting to Small and Startup Businesses. Thousand Oaks, CA: Sage Publication
2	Oeij, P., S. Dhondt & A.J. McMurray (latest edition) A Research Agenda for Workplace Innovation. Northampton, MA: Edward Elgar Publishing.

Additional Readings

Title	
1	Sternberg, R., M. Elo, J. Levie & J.E. Amorós (latest edition) Research Handbook on Transnational Diaspora Entrepreneurship. Northampton, MA: Edward Elgar Publishing.
2	Ries, E. (latest edition) The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New York, NY: Crown Business.
3	Christensen, C.M. (latest edition) The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Boston, MA: Harvard Business Review Press.
4	Collins, J. (latest edition) Good to Great: Why Some Companies Make the Leap... and Others Don't. New York, NY: HarperBusiness.
5	Drucker, P.F. (latest edition) The Effective Executive: The Definitive Guide to Getting the Right Things Done. New York, NY: HarperBusiness.
6	Thiel, P. & Masters, B. (latest edition) Zero to One: Notes on Startups, or How to Build the Future. New York, NY: Crown Business.