

COM5406: ENTREPRENEURSHIP AND BUSINESS PLANNING

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Entrepreneurship and Business Planning

Subject Code

COM - Media and Communication

Course Number

5406

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

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

This course aims to:

- provide students with a well-rounded understanding of entrepreneurship and business planning
- equip students with theoretical and conceptual knowledge related to entrepreneur principles and strategic management;
- develop students' practical skills in creating, evaluating, and crafting business models and familiarize them with phases of business operations.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Describe the importance and process of creating and crafting business models;		x		
2	Explain basic principles of entrepreneurship and fundamental concepts applied in business planning context;		x		
3	Apply theoretical concepts and models to real-world practices in business planning and management;			x	x
4	Hone practical skills in navigating the business contexts, identifying business problems and opportunities, and developing and pitching business plans			x	x

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	Lectures	Key concepts and knowledge of entrepreneurship and business planning.	1, 2, 3, 4
2	Workshops	Business people are invited to share their practical experience to enable students to comprehend how principles and concepts are applied in real life situations.	1, 2, 3, 4

3	Consultation	Consultation with lecturer is organized so that students can have either individual based or team based discussion and sharing.	1, 2, 3, 4	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class participation: Regular attendance and active class participation.	1, 2, 3, 4	10	-	Yes
2	Business plan: The creation of a Business Plan either for a hypothetical or existing business.	2, 3, 4	50	Allowable for brainstorming	Yes
3	Presentation: Presentation of the business plan in class.	2, 3, 4	20	Allowable for brainstorming	Yes
4	Final Quiz	1, 2, 3	20	-	No

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

Students' participation in the lectures and class activities and interaction with the instructor

Excellent

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities

Good

(B+, B, B-) Adequate participation in and contribution to in-class activities.

Fair

(C+, C, C-) Occasionally participate in class discussion activities.

Marginal

(D) Rarely communicate or present in class.

Failure

(F) Missing most class activities and discussions.

Assessment Task

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

Criterion

Able to develop innovative business plans.

Excellent

(A+, A, A-) Able to develop excellent, logical, innovative business plans

Good

(B+, B, B-) Able to develop solid business plans that are logical but not innovative.

Fair

(C+, C, C-) Able to follow the requirement adequately

Marginal

(D) Able to complete the work but lacking quality

Failure

(F) Unable to follow the assignment requirements

Assessment Task

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

Criterion

Quality of presentation skills and ability to effectively pitch the business plan

Excellent

(A+, A, A-) Excellent communication and presentation skills to engage and convince the audience.

Good

(B+, B, B-) Good communication and presentation skills to convey the content clearly.

Fair

(C+, C, C-) A complete presentation but lacking basic clarity or organization.

Marginal

(D) Barely meeting the expectations of a presentation

Failure

(F) Unable to follow the requirements or basic expectations of a presentation

Assessment Task

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

Criterion

The extent to which the student describes knowledge correctly and in integrative ways

Excellent

(A+, A, A-) Comprehensive, indepth understandings of the course materials

Good

(B+, B, B-) Adequate understandings of the course materials

Fair

(C+, C, C-) Some understandings of the course materials

Marginal

(D) Poor understandings of the course materials

Failure

(F) Fail to demonstrate basic understandings of the course materials

Assessment Task

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Students' participation in the lectures and class activities and interaction with the instructor

Excellent

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities

Good

(B+, B) Adequate participation in and contribution to in-class activities.

Marginal

(B-, C+, C) Some participation in and contribution to in-class activities

Failure

(F) No participation and contribution

Assessment Task

Business Plan (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Able to develop innovative business plans.

Excellent

(A+, A, A-) Able to develop excellent, logical, innovative business plans

Good

(B+, B) Able to develop solid business plans that are logical but not innovative.

Marginal

(B-, C+, C) Business plans reflect good effort but lack a solid logical structure.

Failure

(F) Fail to reflect adequate effort to develop a solid business plan.

Assessment Task

Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Quality of presentation skills and ability to effectively pitch the business plan

Excellent

(A+, A, A-) Excellent communication and presentation skills to engage and convince the audience.

Good

(B+, B) Good communication and presentation skills to convey the content clearly.

Marginal

(B-, C+, C) A complete presentation but lacking basic clarity or organization.

Failure

(F) A poorly constructed or delivered presentation.

Assessment Task

Final Quiz (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

The extent to which the student describes knowledge correctly and in integrative ways

Excellent

(A+, A, A-) Comprehensive, indepth understandings of the course materials

Good

(B+, B) Adequate understandings of the course materials

Marginal

(B-, C+, C) Some understandings of the course materials

Failure

(F) Fail to demonstrate basic understandings of the course materials

Part III Other Information

Keyword Syllabus

Entrepreneurship, business planning, strategic management, valuation, fundraising, financial planning

Reading List

Compulsory Readings

Title	
1	Hisrich, R., Peters, M., & Shepherd, D. (2023). Entrepreneurship ISE (12th ed.). McGraw Hill.

Additional Readings

Title	
1	Nil