

FB6709: ENTREPRENEURSHIP AND VENTURE PLAN DEVELOPMENT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Entrepreneurship and Venture Plan Development

Subject Code

FB - College of Business (FB)

Course Number

6709

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

7 days

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 the tools and the know-how for the students to use innovation and entrepreneurship in the corporate setting, or in the open market. Students will have the opportunity to visit and interact with entrepreneurs and senior executives of a broad range of successful businesses, corporations, and organizations in a selected location typically outside Hong Kong. They will be exposed to different national environments, advantages/disadvantages and problems/opportunities associated with various forms of business operations, and management strategies of global organizations.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)		
1	Demonstrate the attitude and ability to discover the key concepts and characteristics of entrepreneurship and innovation	34	x	
2	Design an innovative business plan	33		x
3	Demonstrate creative problem solving skills in formulating successful business strategies.	33		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	Seminars	Students will engage in seminars to gain knowledge about the course topics.	1, 2, 3
2	Peer-discussion	Students will engage in structured discussion with peers to identify areas to improve on in their returned assessment tasks.	1, 2, 3

3	Company visit	In company visit students will learn from the introduction by the holding company. They will also improve their knowledge by engaging with other students' presentations.	1, 3	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Continual Assessment	1	20	-	Yes
2	Final Group Presentation	3	30	-	No
3	Business Plan Proposal	2, 3	35	-	No
4	Individual Learning Report	1	15	-	No

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

Active participation

Excellent

(A+, A, A-)

- Listening attentively in all sessions.
- Actively participate in all discussions and exercises.

Good

(B+, B, B-)

- Listening attentively in most sessions
- Actively participate in most discussions and exercises.

Fair

(C+, C, C-)

- Listening attentively in some sessions.
- Actively participate in some discussions and exercises.

Marginal

(D)

- Listening attentively in few sessions.
- Actively participate in few discussions and exercises.

Failure

(F)

- Does not participate.

Assessment Task

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

Criterion

Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation.

Excellent

(A+, A, A-)

- Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way.
- Able to respond questions in a fluent and precise way with relevant examples.
- Able to deal thoughtfully with supplementary questions.

Good

(B+, B, B-)

- Effectively communicate business plan and findings in the presentation.
- Able to respond questions in a precise way with relevant examples.

Fair

(C+, C, C-)

- Most of the ideas in the business plan are communicated accurately.
- Able to respond questions in a relevant way that demonstrates command of the facts.

Marginal

(D)

- Some of the ideas in the business plan are communicated accurately.
- Responds to questions in ways that are not always relevant or do not demonstrate command of the facts.

Failure

(F)

- None of the ideas in the business plan are communicated accurately.
 - Not able to responds to questions in relevant ways.
-

Assessment Task

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

Criterion

Ability to demonstrate integrated learning in the report.

Excellent

(A+, A, A-) - Demonstrate excellent ability to fully integrate learning in the report.

Good

(B+, B, B-) - Demonstrate good ability to moderately integrate learning in the report.

Fair

(C+, C, C-) - Demonstrate fair ability to somewhat integrate learning in the report.

Marginal

(D) - Demonstrate poor ability to integrate learning in the report.

Failure

(F) - Not able to demonstrate learning from this course in the report.

Assessment Task

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

Criterion

Effort in learning

Excellent

(A+, A, A-) - Demonstrate excellent effort in learning from this course.

Good

(B+, B, B-) - Demonstrate good effort in learning from this course.

Fair

(C+, C, C-) - Demonstrate fair effort in learning from this course.

Marginal

(D) - Demonstrate poor effort in learning from this course.

Failure

(F) - Does not demonstrate effort made in learning from this course.

Assessment Task

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

Criterion

Active participation

Excellent

(A+, A, A-)

- Listening attentively in all sessions.
- Actively participate in all discussions and exercises.

Good

(B+, B)

- Listening attentively in most sessions
- Actively participate in most discussions and exercises.

Marginal

(B-, C+, C)

- Listening attentively in some sessions.
- Actively participate in some discussions and exercises.

Failure

(F)

- Listening attentively in very few sessions.
 - Actively participate in few discussions and exercises.
-

Assessment Task

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

Criterion

Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation.

Excellent

(A+, A, A-)

- Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way.
- Able to respond questions in a fluent and precise way with relevant examples.
- Able to deal thoughtfully with supplementary questions.

Good

(B+, B)

- Effectively communicate business plan and findings in the presentation.
- Able to respond questions in a precise way with relevant examples.

Marginal

(B-, C+, C)

- Most of the ideas in the business plan are communicated accurately.
- Able to respond questions in a relevant way that demonstrates command of the facts.

Failure

(F)

- Unable to communicate ideas in the business plan accurately.
 - Responds to questions in ways that are not always relevant or do not demonstrate command of the facts.
-

Assessment Task

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

Criterion

Ability to demonstrate integrated learning in the report.

Excellent

(A+, A, A-) - Demonstrate excellent ability to fully integrate learning in the report.

Good

(B+, B) - Demonstrate good ability to moderately integrate learning in the report.

Marginal

(B-, C+, C) - Demonstrate fair ability to somewhat integrate learning in the report.

Failure

(F) - Demonstrate poor ability to integrate learning in the report.

Assessment Task

Individual Learning Report (Reflection) (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Effort in learning

Excellent

(A+, A, A-) - Demonstrate excellent effort in learning from this course.

Good

(B+, B) - Demonstrate good effort in learning from this course.

Marginal

(B-, C+, C) - Demonstrate fair effort in learning from this course.

Failure

(F) - Demonstrate poor effort in learning from this course.

Part III Other Information

Keyword Syllabus

Innovation and Entrepreneurship, Innovation Process, Opportunity Recognition and Selection, The Business Model, Customer Development and Validation, Product, Product Market, Technology and Operation, Scaling and Go to Market Plan, Profit Models, Acquiring Investors

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Nil.