IS5940: INNOVATION AND TECHNOLOGY ENTREPRENEURSHIP

Effective Term
Semester A 2025/26

Part I Course Overview

Course Title
Innovation and Technology Entrepreneurship

Subject Code
IS - Information Systems

Course Number
5940

Academic Unit
Information Systems (IS)

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

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.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the key concepts and characteristics of innovation and technology entrepreneurship.	20			
2	Create an innovative business plan that takes into account socio-technical, economic, and regulatory factors.	30	x	x	x
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	x	x	
5	Exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.	10			

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	Students will learn the concepts, methods and case studies of innovation and technology entrepreneurship.	1, 2	
2	Tutorials	Students will conduct individual and group exercises to improve their understanding of basic concepts and to develop their skills in formulating innovative business strategies.	2, 3, 4	

3	Practical Workshops	Students will develop the hands-on skills for the development of sound business plans and for the communication of these plans.	2, 3, 4, 5	
4	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.	1, 3, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Tutorial Exercises Each tutorial consists of exercises small group discussions, self-reflection, or student presentations to assess students' understanding of the chosen topics.	1, 2, 5	30	-	Yes
2	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.	1, 2, 3, 4, 5	30	-	Yes

3	Assignments The Assignments will assess students' competence level in 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.	1, 2, 3, 4	40	-	Yes

Continuous Assessment (%)

100

Minimum Continuous Assessment Passing Requirement (%)

50

Additional Information for ATs

Note: Students must pass the coursework in order to get an overall pass in this course.

Assessment Rubrics (AR)

Assessment Task

AT1 Tutorial Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

AT1 Tutorial Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Capability to analyse the technology and/or business innovations involved in different business cases.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
AT1 Tutorial Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business strategies.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Capability to collaboratively develop an innovative business plan that takes into account socio-technical, economic, and regulatory factors.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Capability to apply appropriate business and revenue models to launch a technology venture successfully.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task

AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Ability to demonstrate creative problem solving skills in formulating successful business strategies.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
AT3 Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
AT3 Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Capability to apply appropriate business and revenue models for different technology ventures.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
AT3 Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Ability to demonstrate creative problem solving skills in formulating successful business strategies.

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
AT1 Tutorial Exercises (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT1 Tutorial Exercises (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Capability to analyse the technology and/or business innovations involved in different business cases.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT1 Tutorial Exercises (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business strategies.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Capability to collaboratively develop an innovative business plan that takes into account socio-technical, economic, and regulatory factors.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Capability to apply appropriate business and revenue models to launch a technology venture successfully.

Excellent
(A+, A, A-) High

Good

(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Ability to demonstrate creative problem solving skills in formulating successful business strategies.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT3 Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT3 Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Capability to apply appropriate business and revenue models for different technology ventures.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Assessment Task
AT3 Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Ability to demonstrate creative problem solving skills in formulating successful business strategies.

Excellent
(A+, A, A-) High

Good
(B+, B) Significant

Marginal
(B-, C+, C) Moderate

Failure
(F) Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

- 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.

Reading List

Compulsory Readings

	Title
1	Nil

Additional Readings

	Title
1	Raphael Amit and Christoph Zott, Business Model Innovation Strategy John Wiley & Sons, Ltd, 2021. ISBN-13-978-1119689683.
2	Thomas Byers, Richard Dorf and Andrew Nelson, Technology Ventures: From Idea to Enterprise McGraw-Hill, 5/e, 2018. ISBN-13: 978-1259875991.
3	John Bessant and Joe Tidd, Innovation and Entrepreneurship John Wiley & Sons, Ltd., 3/e, 20151. ISBN-13: 978-1-118-99309-5.
4	Melissa A. Schilling, Strategic Management of Technological Innovation McGraw-Hill, 4/e, Oct. 30, 2012. ISBN-13: 978-0078029233.
5	Alexander Osterwalder, Yves Pigneur. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley and Sons; 1st edition, 2010.
6	Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, Technology Entrepreneurship: Creating, Capturing, and Protecting Value.