

# CB4304: ENTREPRENEURSHIP IN EMERGING ECONOMIES

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Entrepreneurship in Emerging Economies

### Subject Code

CB - College of Business (CB)

### Course Number

4304

### Academic Unit

Management (MGT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

MGT4313 Strategic Entrepreneurship

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

1. Provide students with an understanding of the entrepreneurial processes and mechanisms in opportunity recognition, evaluation and exploitation in starting new ventures.
2. Enable students to appreciate the different entrepreneurial methods and logics in entrepreneurship as a learn-able and teachable principles in turning ideas into tangible artefacts and enterprises.
3. Develop the student' s ability to appreciate the challenges and opportunities that entrepreneurs face in emerging economies.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse the role of entrepreneurs, how they recognize, evaluate and exploit entrepreneurial opportunity as well as evaluate economic and behavioural aspects of entrepreneurship in a context of emerging economies.	20	x	x	x
2	Design the process & model in building indigenous entrepreneurial companies.	20		x	x
3	Compare and contrast between entrepreneurs as innovator and managers as analyzers.	20	x	x	
4	Justify the factors that promote or inhibit entrepreneurial and intrapreneurial activity together with their accompanying resources and risks.	20	x	x	
5	Analyse the environments of emerging economies within which entrepreneurs flourish on.	20	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	Learning through lectures and assigned readings	Students will focus on exploring the concepts and analytical tools in entrepreneurship.	1, 3, 4, 5	3
2	Learning through case studies, group work, and supplemented by lectures	Students will actively engage in discussions and participate in the exercises and group work.	1, 2, 5	3

**Assessment Tasks / Activities (ATs)**

	<b>ATs</b>	<b>CILO No.</b>	<b>Weighting (%)</b>	<b>Remarks ("- " for nil entry)</b>	<b>Allow Use of GenAI?</b>
1	Group Project Performance in group work and group project	1, 2, 5	40	-	No
2	In-class contribution Performance in discussion in class and class exercises and activities	1, 2, 3, 4, 5	15	-	No

**Continuous Assessment (%)**

55

**Examination (%)**

45

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)****Assessment Task**

Group project

**Criterion**

Competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.

**Excellent (A+, A, A-)**

Excellent quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.

**Good (B+, B, B-)**

Good quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.

**Fair (C+, C, C-)**

Fair quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.

**Marginal (D)**

Slightly below expected quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.

**Failure (F)**

Slightly below expected quality of competence of applying relevant theories and concepts learned from the course; clarity and style of writing, and report organisation; ability to work effectively in a team; demonstrate understanding in entrepreneurship; analytical thinking and creativity; effective presentation of project findings.

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**Assessment Task**

In-class contribution

**Criterion**

Frequency and quality of participation in class discussion and class exercises and activities.

**Excellent (A+, A, A-)**

Active participation in class discussion and class exercises and activities with excellent input value

**Good (B+, B, B-)**

Active participation in class discussion and class exercises and activities with good input value

**Fair (C+, C, C-)**

Occasional participation in class discussion and class exercises and activities with some input value

**Marginal (D)**

Little participation in class discussion and class exercises and activities with some input value

**Failure (F)**

No participation in class discussion and class exercises and activities

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**Assessment Task**

Examination

**Criterion**

Demonstrate understanding in entrepreneurship concepts and theories; analytical thinking and creativity.

**Excellent (A+, A, A-)**

Excellent quality of understanding in entrepreneurship concepts and theories; analytical thinking and creativity.

**Good (B+, B, B-)**

Good quality of understanding in entrepreneurship concepts and theories; analytical thinking and creativity.

**Fair (C+, C, C-)**

Fair quality of understanding in entrepreneurship concepts and theories; analytical thinking and creativity.

**Marginal (D)**

Slightly below expected quality of understanding in entrepreneurship concepts and theories; analytical thinking and creativity.

**Failure (F)**

Poor quality of understanding in entrepreneurship concepts and theories; analytical thinking and creativity.

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## Part III Other Information

Keyword Syllabus

What is entrepreneurship and intrapreneurship  
 Entrepreneur characteristics  
 Entrepreneurial processes and opportunity  
 Idea generation  
 Business model and business plan  
 Market consideration  
 Competitors and value proposition  
 Minimum viable product  
 Financials and funding  
 Growth of new venture

**Reading List**

**Compulsory Readings**

Title	
1	Bruce R. Barringer, & R. Duane Ireland. 2015. Entrepreneurship: Successfully Launching New Ventures. Pearson.
2	Bill Aulet. 2013. Disciplined Entrepreneurship: 24 Steps to a Successful Startup. Wiley.
3	Alexander Osterwalder, & Yves Pigneur. 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Wiley.
4	Other required readings, articles, and online resources specified by the instructor.

**Additional Readings**

Title	
1	Nil