

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

School of Business

**Course Syllabus and Outline for Semester II of 2008/2009
For BUSI3602 IT and Entrepreneurship**

I. INFORMATION ON INSTRUCTOR

Instructor:	Patrick Y.K. Chau
Email:	Pchau@business.hku.hk
Office Location:	MW 705
Office Telephone:	2859 1025
Office Hours:	Tuesday 10:30 am – 11:30 am; other times by appointment only
Class Hours:	Tuesday 11:40 am – 12:30 pm Thursday 10:40 am – 12:30 pm

II. COURSE INFORMATION

Prerequisites

BUSI1003 Introduction to MIS and BUSI1007 Principles of Management

Course Description

The proliferation of the Internet and the remarkable growth and development of information technologies (IT) in the past decade or so have provided people around the world with not just lots of challenges but also unprecedented new venture creation opportunities. How to capture these opportunities, however, is not trivial. The main objective of this course is to provide students with the core concepts of entrepreneurship with a special emphasis on those entrepreneurial settings involving the use of IT. Students will be exposed to the key processes, challenges, risks and rewards of starting up an entrepreneurial business and are expected to apply the concepts and knowledge learned in the course to develop an entrepreneurial business plan that could be presented to potential investors and venture capitalists.

Required Text and Reading Materials

There is no required textbook for the course but there is a recommended reference:

Jeffrey A. Timmons and Stephen Spinelli, *New Venture Creation: Entrepreneurship for the 21st Century*, Eighth edition, McGraw Hill, 2009

Class notes and readings will be distributed during class and/or by e-mail.

Course Delivery

Topics to be discussed in this course will be approached using a combination of lectures, case studies and guest presentations. The lectures will cover important concepts and issues of the topics discussed. Class discussion will be used to stimulate thinking and learning among students during class. **ACTIVE** class participation is expected.

Course Learning Outcomes

Upon completion of the course, you will:

- Understand the key processes of starting up an entrepreneurial business
- Appreciate the potential use of IT as a core in a new entrepreneurial business
- Comprehend ways to assess the opportunities, challenges, rewards and risks of setting up new business ventures
- Understand the situation of developing entrepreneurs and entrepreneurship in Asia
- Have experiences in meeting with entrepreneurs

Measurement of Learning Outcomes

Individual class participation	20%
Individual written assignments	30%
Group project	50%
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Total	100%

III. PROCESS FOR EVALUATION

Individual Class Participation (20%)

There is one-fifth of the overall grade that will be allocated for class participation, which is defined as contributing to class discussion or demonstrating in other ways that you are making an effort to succeed in the class.

Individual Written Assignment (30%)

You will have several times to meet with entrepreneurs during the course. After each meeting, you are asked to write up a “reflection paper” on both your feeling of the meeting and the things that you have learnt from the meeting. Your paper should be no more than 1000 words. For course grading purpose, only the best two papers will be counted towards the overall grade (with 15% each). Therefore, it is up to you to decide to submit two or more of your reflection papers. The deadline for submitting your reflection paper (hard copy, no soft copy) is 5 pm of the next Monday after the meeting. You are asked to put it in the Assignment Box of this course, which is located on the 7th floor of Meng Wah Complex.

Group Project (50%)

A major assignment in this course is to do a group project on planning, designing and developing a new business venture with IT as an important element. You, as a group, will be evaluated on the basis of two components described below.

➤ **Business Idea Proposal (20%)**

As a group, you are asked to write up a business idea proposal of not more than 1000 words for your new business venture. The document outlines the main idea underlying the business venture you want to start and you are asked to describe why and what you plan to do. You will give a 12-minute presentation of your business idea proposal in class, followed by an 8-minute Q&A session. Both the written proposal and the oral presentation will be worth 10% of the overall grade. You need to hand in your written proposal at the beginning of the class scheduled for the presentation.

➤ **Final Business Plan (30%)**

You are asked to carry out a more detailed and thorough analysis and design of the proposed business idea after receiving comments and/or suggestions given by other classmates during your business idea presentation. The written plan will be worth 20% of the overall grade while the oral presentation will be worth 10% of the overall grade. The oral presentation will consist of a 20-minute presentation and a 10-minute Q&A session. You need to hand in your written proposal at the beginning of the class scheduled for the presentation.

IV. COURSE POLICIES

All assignments are to be turned in on or before the due date and time. Late submissions will have points taken off (10% of base mark per day). There should be no copying or sharing of material among individual students and/or teams. Plagiarism will be reported to the University and the student(s) involved will be penalized according to the University's policy.

Attendance of all classes is not mandatory but strongly encouraged, as 20% of the overall grade will be allocated for class participation.

V. SESSION SCHEDULE

Week	Date	Format	Topic
1	13/1	L	Introduction to the Course
	15/1	L	What is an Entrepreneur? And Are You?
2	20/1	L	Entrepreneurs and the Continuing IT Revolution (I)
	22/1	L	Entrepreneurs and the Continuing IT Revolution (II)
3	27/1	H	Chinese New Year Holidays
	29/1	H	Chinese New Year Holidays
4	3/2	G	Meeting an Entrepreneur (I)
	5/2	L	IT Entrepreneurs in Asia
5	10/2	L	The Entrepreneurial Process
	12/2	L	Recognizing Venture Opportunities (I)
6	17/2	L	Recognizing Venture Opportunities (II)
	19/2	L	Screening and Seizing Venture Opportunities (I)
7	24/2	G	Meeting an Entrepreneur (II)
	26/2	L	Screening and Seizing Venture Opportunities (II)
8	3/3	H	Reading Week
	5/3	H	Reading Week
9	10/3	P	Business Idea Presentations (I)
	12/3	P	Business Idea Presentations (II)
10	17/3	L	Putting Thought in Action (I) –Writing the Business Plan
	19/3	L	Putting Thought in Action (II) – Forming the Team
11	24/3	G	Meeting an Entrepreneur (III)
	26/3	L	Putting Thought in Action (III) – Securing the Finance
12	31/3	L	Managing the Business beyond Start-up
	2/4	L	Learning “How to Let Go and Move On”
13	7/4	C	Case
	9/4	L	Ethics and Integrity
14	14/4	L	Entrepreneurs and Entrepreneurship in Asia
	16/4	P	Group Project Presentations (I)
15	21/4	P	Group Project Presentations (II)
	23/4	L	Course Wrap-up

L : Lecture

G : Guest Talk

C : Case Discussion

P : Presentation

H : Holiday

Meeting with Entrepreneurs

1. Tuesday, 3 February 2009

Mr. Ray Chung
CEO and Founder
Openrice.com
www.openrice.com

2. Tuesday, 24 February 2009

Mr. Ringo Lam
Founder of WiseNews
www.wisers.com
<http://sunzi1.lib.hku.hk/ER/detail/hkul/2125211>

3. Tuesday, 24 March 2009

To be confirmed