

# BUSI0015 Principles of Entrepreneurship

Spring, 2012

## I. The Instructor and Course Materials

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<b>Lecture</b> Meng Wah Complex 103 Section 2A: Tue., 1– 2:55 p.m.; Thur., 1–1:55 p.m. Section 2B: Tue., 3– 3:55 p.m.; Thur., 2–3:55 p.m.	<b>Office Hour</b> Tue., 10:00 – 11:00 a.m. Or by appointment <b>Tutorial:</b> N/A		

**Course Materials:** "*Principles of Entrepreneurship, Customized Textbook*", ISBN-10 1121386377, available through the University Bookstore. Additional readings such as cases or articles will be distributed online (**Moodle system**) on a weekly basis or in class.

## II. Course Description and Objectives

### Course Description

This course introduces various aspects of new business creation. Special emphasis will be given to new opportunity discovery and business plan drafting. Therefore, this course is not about small business management. Rather, it is about how to start a new venture through creativity, innovation and intelligence. Other aspects of entrepreneurship such as entrepreneurial financing and team building will be discussed.

### Course Objectives

1. Develop a systematic view of entrepreneurship and entrepreneurial processes
2. Learn basic skills regarding how to turn an innovative idea into a real business
3. Apply basic tools to evaluate, draft, and present a business plan

## III. Course Learning Outcomes (CLO)

By completion of this course, students are expected to be able to:

1. Understand the nature of entrepreneurship and the entrepreneurial process
2. Recognize and evaluate business opportunities under dynamic economic settings
3. Learn how to identify and solve major entrepreneurial issues
4. Gain first hand experience of starting a new venture by developing a business plan

## IV. Alignment of Program and Course Outcomes

<b>Program Learning Outcome</b>	<b>Course Learning Outcome</b>
1. Should know the fundamental principles and theories of accounting, finance, marketing, management, and economics which meet the requirements of business and professional organizations	CLO1

2. Should be able to use analytical tools to formulate and solve various business problems	CLO3, CLO4
3. Should be able to distinguish between minor and major issues	CLO2, CLO4
4. Should be able to identify and use relevant information	CLO2, CLO3
5. Should be able to make trade-offs and informed decisions	CLO2, CLO3, CLO4

## V. Teaching and Learning Activities

Interactive lectures, case discussions, and group projects are the major teaching methods. Moreover, entertaining games, guest speaker talks, and field trips will be adopted as complementary teaching tools should the instructor deems necessary. Because teamwork outside the lecture rooms is extremely important, students are strongly encouraged to communicate and coordinate with their teammates and the instructor both inside and outside the lecture room.

## VI. Assessment

Item	Points	Percentage
Reading Questions	100	25%
“Reach out!” Activity	20	5%
Group Exercises	30	7.5%
Quiz #1	50	12.5%
Quiz #2	50	12.5%
Business Plan: Written	100	25%
Business Plan: Presentation	25	6.25%
Business Plan: Peer Evaluation	25	6.25%
<b>Total:</b>	<b>400</b>	<b>100%</b>

**Final Grade:** Letter grades will be awarded according to the following scale:

Final Grade	Total Points: 400
A	350-400 points
B	300-349 points
C	250-299 points
D	200-249 points
F	below 200 points

**Attendance:** Attendance is critical for communication and learning. All students should attend all classes on time. Any students who miss any classes should inform the instructor in a timely manner and they will be **responsible** for catching up with the missed lecture(s). If group exercises take place in the missed classes, the students will be given the opportunity to take a **make-up test on a case by case basis** when the semester is over.

**Reading Questions:** Each student is required to answer a few simple questions from the readings (e.g. textbook chapters, articles, and cases) for the next week. The answers should be **handwritten** and **submitted by the student in person** on each Tuesday before the lecture starts. Late submission (even during or after the lecture) or submission on behalf of others is **not** accepted unless with a legitimate reason and reasonable proofs (e.g. traffic accident or doctor's note). The eight assignments with highest scores will be selected for grading and scaled to a 100-point basis.

**“Reach out!” Activity:** Learning entrepreneurship is incomplete without reaching outside the classroom for a dose of reality and diverse opinions. Each student is required to participate at least one meaningful and entrepreneurship-related activity outside the focal course during this semester. It may be: a) attending an entrepreneurship workshop; b) attending a business plan competition; c) listening to talks given by local entrepreneurs. Students need to provide evidence of participation (e.g. photos, voice recording) of the activity and a short description on what is learned from the activity.

**Group Exercises:** All students will be participating at least three group exercises in class. These entertaining exercises will be related to various aspects of entrepreneurial processes.

**Quizzes:** Two quizzes will be given at the middle and end of the semester. Each quiz will consist of 25 multiple choice questions. Sample questions will be given for practice purpose. Questions will come primarily from the textbook, case discussions, and handouts. In particular, approximately 30-40% questions will be related to **in-class discussion**. Quizzes are **not** accumulative.

**Business Plan - Written:** Students will form teams consisting of four to six members and carry out a team project. Each team will work on a business plan and present it in a professional manner. Students can self-organize teams but must preserve diversity in terms of gender, nationality, and major. A complete guideline for the business plan project is given in a separate document.

**Business Plan - Presentation:** Each team will give a professional presentation at the end of the semester.

**Business Plan - Peer Evaluation:** Each student is required to evaluate his/her teammates after finishing the team project. The evaluation is anonymous and self-excluded. It will be a fair evaluation of other members' contribution to the team project.

**Deadlines:** Unless students inform the instructor with justifiable reasons in a timely manner, late submissions will **not** be accepted. The instructor preserves the rights to determine what is a legitimate reason following the policies of University of Hong Kong and School of Business.

**Unlisted Issues:** This syllabus does not cover many other issues in the interest of saving space. For example, please turn off cell phone(s) during the lecture time. The instructor may take photos or voice recordings for teaching purpose. The

instructor preserves the rights to take **disciplinary** actions and make minor changes to the syllabus when the instructor deems necessary.

## VII. Grading Rubrics

- The grading rubrics for each assessment item are given in a separate document.

## VIII. Academic Conduct

- The University Regulations on academic dishonesty will be strictly enforced. Please check the University Statement on plagiarism at <http://www.hku.hk/plagiarism/>.

## IX. Course Schedule

### *Week 1: Course Overview and Introduction to Entrepreneurship*

#### *Activities:*

- Introduce the course and relevant issues
- Discuss the meaning of entrepreneurship
- Background survey

### *Week 2: Chinese New Year*

### *Week 3: Introduction to Entrepreneurial Processes and Entrepreneurs*

- Introduce typical entrepreneurial processes
- Discuss the characteristics of an entrepreneur
- Discuss recent findings regarding entrepreneurial cognition
- Team formation due**

### *Week 4-5:*

### *Identifying Opportunities and Generate Business Ideas*

#### *Activities:*

- Introduce how to be creative in business
- Examine several approaches to discover new business opportunities
- Discuss basic criteria for evaluating business ideas

### *Week 6: Entrepreneurial Strategy*

#### *Activities:*

- Introduce resource-based view (RBV) of firm
- Introduce fundamental strategies of new ventures

### *Week 7: Introduction to Business Plan*

#### *Activities:*

- Introduce the basic components of a business plan
- Discuss the importance and weakness of business plan(s)

### *Week 8: Reading Week*

### *Week 9: Introduction to Business Plan (cont.)*

- Examine a few business plans
- Discuss various perspectives on business plan

## Quiz #1

### ***Week 10-11: Marketing, Organizational and Financial plan***

#### ***Activities:***

- Introduce basic marketing plans for entrepreneurial firms
- Examine basic organizational forms for entrepreneurial firms
- Discuss how to make reasonable financial projection
- Offer assistance on business plan project

### ***Week 12-13: Entrepreneurial Financing***

#### ***Activities:***

- Discuss financing issues for new ventures
- Introduce venture capital investment process
- Discuss the major issues when venture capital is involved
- Examine deal structuring and contracting in venture capital investment

### ***Week 14: Advanced Topics and Course Wrap-up***

#### ***Activities:***

- Introduce a few advanced topics (TBA) in entrepreneurship
- Summarize the course
- Offer assistance on business plan project

### ***Week 15: Business Plan Wrap Up***

#### ***Activities:***

- Quiz #2**
- Business plan presentation
- Team project peer evaluation
- “Reach out” Activity assignment due**

## **X. Agreement**

I have read the syllabus, business plan guideline, and grading rubrics carefully and agree with the terms and conditions.

Student Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_