

THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS
Semester 1, 2016-17
School of Business
MGMT3415 A,B – Principles of Entrepreneurship

GENERAL INFORMATION	
<p>Instructor: Dr. Yanfeng ZHENG</p> <p>Email: yzheng@business.hku.hk Office: K.K. Leung 1325 Phone: 39171026 Consultation times: Wed., 10:00 a.m. – 12:00 p.m.</p> <p>Tutor: N/A Pre-requisites: Accounting, Business Strategy, Marketing, Corporate Finance Co-requisites: N/A Mutually exclusive: This course is mutually exclusive to BUSI3602</p> <p>Course Website: N/A Other important details: N/A</p>	
COURSE DESCRIPTION	
<p>This course introduces various aspects of new business creation. Special emphasis will be given to how to understand the fundamentals of entrepreneurship from various perspectives such as economics and psychology. Besides, this course will expose students to common practices in new venture development process such as opportunity identification and verification. 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.</p>	
COURSE OBJECTIVES	
<ol style="list-style-type: none"> 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 	
Programme Learning Outcomes	
<p>PLO1: Acquisition and internalization of knowledge of the programme discipline</p> <p>PLO2: Application and integration of academic knowledge</p> <p>PLO3: Inculcating professionalism and leadership</p> <p>PLO4: Developing global outlook</p> <p>PLO5: Mastering communication skills</p>	
COURSE LEARNING OUTCOMES	
Course Learning Outcomes	Aligned Programme

		Learning Outcomes	
CLO1. Understand the nature of entrepreneurship and entrepreneurial processes		PLO1<--->CLO1	
CLO2. Recognize and evaluate business opportunities		PLO2<--->CLO3/4	
CLO3. Learn how to identify and solve major entrepreneurial issues		PLO3<--->CLO2/4	
CLO4. Gain first-hand experience of starting a new venture via developing a business plan		PLO4<--->CLO2/3	
CLO5. Gain first-hand experience of starting a new venture via developing a business plan		PLO5<--->CLO2/3/4	
COURSE TEACHING AND LEARNING ACTIVITIES			
Course Teaching and Learning Activities		Expected contact hour	Study Load (% of study)
T&L1. Interactive lectures		36	30%
T&L2. Case/group discussion		24	20%
T&L3. Group project		48	40%
T&L4. Field trip & guest speaker		12	10%
...			
Total		120	100%
Assessment Methods	Brief Description (Optional)	Weight	Aligned Course Learning Outcomes
A1. Quizzes	Quick questions on lecture topics	33.3%	CLO1
A2. In-class exercises	In-class discussion & activities	10%	CLO1/2
A3. Field trip report	Summary of field trip or interview	6.7%	CLO2/3/4
A4. Group project report	A business plan	50%	CLO2/3/4
...			
Total		100%	
STANDARDS FOR ASSESSMENT			
Course Grade Descriptors			
A+, A, A-	At or above 90% of total points		
B+, B, B-	77 to 89%		
C+, C, C-	66 to 76%		
D+, D	60 to 65%		
F	Below 60%		
Assessment Rubrics for Each Assessment (Please provide us the details in a separate file if the space here is not enough)			
See attached document for grading rubrics			

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

Week 1: Course Overview and Introduction to Entrepreneurship
Week 2: Introduction to Entrepreneurial Processes and Entrepreneurs
Week 3: Introduction to Business Opportunities
Week 4: Field Trip
Week 5: Business Idea Generation
Week 6: Entrepreneurial Strategy
Week 7: Introduction to Business Plan
Week 8: Introduction to Marketing, Organizational Plan
Week 9: Introduction to Financial plan
Week 10: Entrepreneurial Financing Issues
Week 11: Advanced Topics and Course Wrap-up
Week 12: Group project presentation

REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS (e.g. journals, textbooks, website addresses etc.)

Course Materials: “*Entrepreneurship*”, ISBN 9780078029196, 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.

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- conducting mid-term survey in addition to SETL around the end of the semester
- Online response via Moodle site*

Others: _____ (please specify)

COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)

The University Regulations on academic misconducts will be strictly enforced.

ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

Group Exercise Grading Rubrics (Each Exercise)

Component	Poor (0-3 Points)	Average (4-8 Points)	Excellent (9-10 Points)
Participation	No participation or exhibit inappropriate behaviors (e.g. verbally abuse group members; playing smartphones all the time)	Physically participate the exercise but show only lukewarm interest (e.g. no desire to present ideas or participate discussion)	Actively participate and demonstrate good studentship (e.g. asking questions and present ideas to the entire class)

Quiz Question Grading Rubrics (Each Question)

Component	Poor (0 Point)	Average (N/A)	Excellent (2 Points)
Multiple Choice Question	Wrong answer or no answer marked	N/A	Right answer marked

“Reach out!” Activity Grading Rubrics

Component	Poor (0-3 Points)	Average (4-8 Points)	Excellent (9-10 Points)
Participation	Little or no evidence of active participation (e.g. passively listening); or the event is only remotely related to entrepreneurship (e.g. stock investment contest)	Evidence of active participation provided (e.g. photo or voice recording); the activity is closely related to entrepreneurship (e.g. workshop or seminar)	Evidence of active participation provided; the activity is at the core of entrepreneurship (e.g. develop marketing plan for a real start-up)
Reflection	Little or no lesson learned from the activity; or just repeat what other people said	Learn some lessons but similar to the speech given by other people; show little or no original thoughts	Learn real and authentic lessons; express opinions in own language (e.g. relate the workshop to own experience), and/or show original thoughts

Business Plan Written Report Grading Rubrics

Component	Poor	Average	Excellent
Draft	Draft is poorly written, clearly copy & paste from Internet or other sources without much organization and careful thinking (0-1 point)	Draft is clearly written, information is given but has a lot of room for further development (2-3 points)	Draft is clearly written and presents carefully-chosen business ideas, almost close to a final report (4-5 points)
Summary	The summary is confusing and shows no novel business idea (0-1 point)	The summary is readable and shows acceptable business idea (2-3 points)	The summary is clear, concise, and shows novel business idea (4-5 points)
Market Opportunity Analysis	Analysis shows little or wrong understanding of key marketing concepts such as market segmentation; no or little application of course materials (0-11 points)	Analysis demonstrates acceptable understanding of key marketing concepts such as market segmentation; applies course materials mechanically (12-29 points)	Analysis shows accurate understanding of key marketing concepts such as market segmentation; shows creative application of key marketing concepts or models (30-35 points)
Competitive Environment Analysis	Show little or inaccurate understanding of key concepts and theories. No application of course materials or only repeat course materials with little elaboration (0-9 points)	Analysis is readable or has minor grammatical and language usage errors. Show some understanding and application of key concepts or models but not creative (10-23 points)	Show accurate understanding of key strategy concepts such as Five-Forces model or Resource-Based View. Show creative application of key concepts or models (24-30 points)
Operations Plan	Show little understanding of the actual workflow. The plan identifies few operational issues and none is critical (0-3 points)	Show acceptable understanding of the actual workflow. The plan identifies some operational issues but not critical (4-8 points)	Show thorough understanding of the actual workflow. The plan identifies key operational issues (9-10 points)

<p>Organization Plan</p>	<p>Provide little information or few reasons regarding the choice of legal form. Propose no organizational structure or one with major flaws (0-1 points)</p>	<p>Provide some arguments and information regarding the choice of legal form. Propose an organizational structure with minor flaws. Plan is acceptable given the business idea and current status (2-3 points)</p>	<p>Provide key arguments and information regarding the choice of legal form. Propose a workable organizational structure. Plan is sensible given the business idea and current status (4-5 points)</p>
<p>Formality & Other Issues</p>	<p>Formality instructions largely ignored; the entire document is poorly written (e.g. missing page numbers) ; the business plan shows little or no sincere effort to transform the plan into reality (e.g. superficial analyses of market, no evidence on the prototype) (0-3 point)</p>	<p>Partial compliance with formality instructions; the business plan is readable and shows acceptable level of effort in terms of transforming the plan into reality (e.g. online survey, interviews with real customers) (4-8 points)</p>	<p>Full compliance with formality instructions (e.g. reference style); the business plan is well written and shows sincere and extraordinary effort with the aim to transform the plan into reality (e.g. provide working prototypes, present evidence from professional investors or experts) (9-10 points)</p>

Business Plan Presentation Grading Rubrics

Component	Poor (0-2 Points)	Average (3-4 Points)	Excellent (5 Points)
Style	Awkward delivery, lack of spontaneous speaking, mismatch verbal and nonverbal information, poor time management	Generally good delivery and spontaneity but could improve, acceptable timing	Excellent style involving matching verbal and nonverbal information, good projection with inflection, spontaneous speaking, excellent timing
Application	Inaccurate or incomplete use of course materials	Generally good application, but lack of fluency, and/or originality	Excellent application fluency and originality
Rationale	Poor reasoning and organization, lack of support from factual information and/or experience	Acceptable reasoning and support with some evidence	Logical reasoning supported with compelling evidence and/or authoritative references
Team Roles	Unclear team roles; unequal contribution, clumpy transition	Clear team roles, equal contribution but no cross references to team members and/or lack of team coordination	Clear team roles, balanced contribution among members, good transition between presenters, cross reference each other
Discussion	Discussion without logic and evidence; responding to questions defensively	Prepare discussion questions, adequate response to questions and/or critiques	Able to identify and respond to key issues, respond to questions professionally, and elicit participant reaction

Business Plan Peer Evaluation Form

Please rate your fellow team member's contribution in each of the five categories listed below and calculate the total scores. Rate each team member on a scale from 0 (poor) to 5 (excellent) in each category.

Evaluator's Name: _____

Team (name of the proposed business): _____

Team Member Name (excluding yourself)	Quality of Work (0-5 points)	General Availability (0-5 points)	Carried Fair Share of Workload (0-5 points)	Showed Initiative (0-5 points)	Other Value to the Team (0-5 points)	Total (0-25 points)
1.						
2.						
3.						
4.						
5.						
6.						

Note:

- Please complete this form individually and privately
- Provide comments if you deem necessary
- Students who **do not** provide peer evaluation forms will automatically **lose 5** points