

# CAI6002: VENTURE CREATION SEMINAR

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## Effective Term

Semester B 2024/25

## Part I Course Overview

### Course Title

Venture Creation Seminar

### Subject Code

CAI - CityU Academy of Innovation

### Course Number

6002

### Academic Unit

CityU Academy of Innovation (CAI)

### College/School

No Faculty Designation (00)

### 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

Through seminars, talks, public lectures and experience sharing delivered by entrepreneurs, investors, incubators, legal and IP experts in the start-up ecosystem, students will be able to develop insights and acquire knowledge on various practices and issues related to business start-up and development.

The seminars, talks and public lectures will cover a range of important topics, including venture development, entrepreneurial management, start-up, entrepreneurial team formation, corporate governance, legal and regulatory compliance, IP management, fundraising, post-financing relationship management, venture creation finance, ESG (Environmental, social and corporate governance), latest technology development, branding, ethics and business integrity, etc.

### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                     | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|---------------------------------------------------------------------|---------------------|--------|--------|--------|
| 1     | Apply the knowledge and demonstrate the ability to set up business  |                     | x      | x      | x      |
| 2     | Explore and discuss essential practices/issues relating to start-up |                     | x      | 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    | Seminars, talks and public lectures | Students will engage in seminar activities to gain practical knowledge about business.                                                           | 1, 2     |                            |
| 2    | Individual report                   | Students are required to produce individual report on what they have learnt in the seminar activities to consolidate and deepen their knowledge. | 1, 2     |                            |

### Assessment Tasks / Activities (ATs)

| ATs |                                  | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|-----|----------------------------------|----------|---------------|----------------------------------------|
| 1   | Attendance                       | 1, 2     | 70            |                                        |
| 2   | Individual report & Presentation | 1, 2     | 30            |                                        |

### Continuous Assessment (%)

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

Attendance

**Criterion**

Attendance in seminars

**Pass (P)**

(P) Attendance in more than 80% of the seminars. Showed up for activities punctually, even ahead of time.

**Failure (F)**

(F) Attendance in less than 80% of the seminars. No show or very late, negligently or no excuse offered.

**Assessment Task**

Individual report &amp; Presentation

**Criterion**

Submission of a final report &amp; presentation

**Pass (P)**

(P) Submitted written report on schedule and demonstrated basic level of competence or higher in relating the contents of the seminars to creating and running a successful business venture.

**Failure (F)**

(F) Needed reminding or submitted report late, with poor quality.

**Part III Other Information****Keyword Syllabus**

Venture development, entrepreneurial management, start-up, entrepreneurial team formation, corporate governance, legal and regulatory compliance, IP management, fundraising, post-financing relationship management, venture creation finance, ESG (Environmental, social and corporate governance), latest technology development, branding, ethics, business integrity.

**Reading List****Compulsory Readings**

| Title |     |
|-------|-----|
| 1     | Nil |

**Additional Readings**

| Title |     |
|-------|-----|
| 1     | Nil |