

# IS5940: INNOVATION AND TECHNOLOGY ENTREPRENEURSHIP

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## Effective Term

Semester B 2024/25

## Part I Course Overview

### Course Title

Innovation and Technology Entrepreneurship

### Subject Code

IS - Information Systems

### Course Number

5940

### Academic Unit

Information Systems (IS)

### College/School

College of Business (CB)

### 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

This course aims to:

- Develop students' knowledge and skills to identify business opportunities, gather resources such as talent and capital, and manage growth and technology risks for technology-intensive businesses competing online and offline, in new markets, and in entering potential markets.

### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                               | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|---------------------------------------------------------------------------------------------------------------|---------------------|--------|--------|--------|
| 1     | Describe the key concepts and characteristics of innovation and technology entrepreneurship.                  | 20                  |        |        |        |
| 2     | Create an innovative business plan that takes into account socio-technical, economic, and regulatory factors. | 30                  | x      | x      | x      |
| 3     | Apply appropriate business and revenue models to launch a technology venture successfully.                    | 20                  |        |        |        |
| 4     | Demonstrate creative problem solving skills in formulating successful business strategies.                    | 20                  | x      | x      |        |
| 5     | Exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.  | 10                  |        |        |        |

#### 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    | Lectures  | Students will learn the concepts, methods and case studies of innovation and technology entrepreneurship.                                                                        | 1, 2     |                            |
| 2    | Tutorials | Students will conduct individual and group exercises to improve their understanding of basic concepts and to develop their skills in formulating innovative business strategies. | 2, 3, 4  |                            |

|   |                     |                                                                                                                                                             |            |  |
|---|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--|
| 3 | Practical Workshops | Students will develop the hands-on skills for the development of sound business plans and for the communication of these plans.                             | 2, 3, 4, 5 |  |
| 4 | On-Line Discussion  | Students are encouraged to do self-reflection and sharing concepts, techniques, and methods in the formulation of successful business plans and strategies. | 1, 3, 5    |  |

**Assessment Tasks / Activities (ATs)**

| ATs |                                                                                                                                                                                                                                          | CILO No.      | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|----------------------------------------|
| 1   | Tutorial Exercises<br>Each tutorial consists of exercises small group discussions, self-reflection, or student presentations to assess students' understanding of the chosen topics.                                                     | 1, 2, 5       | 30            |                                        |
| 2   | Group Project<br>A group project, which includes a project report and presentation, will be allocated to let students apply business planning and evaluation skills to develop business plans for technology ventures.                   | 1, 2, 3, 4, 5 | 30            |                                        |
| 3   | Assignments<br>The Assignments will assess students' competence level in the taught subjects. It will cover all readings assigned in the class, the lectures, and the tutorials including the cases and examples mentioned in the class. | 1, 2, 3, 4    | 40            |                                        |

**Continuous Assessment (%)**

100

**Additional Information for ATs**

Note: Students must pass BOTH coursework and examination in order to get an overall pass in this course.

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

AT1 Tutorial Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

---

**Assessment Task**

AT1 Tutorial Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Capability to analyse the technology and/or business innovations involved in different business cases.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

---

**Assessment Task**

AT1 Tutorial Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business strategies.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

---

**Assessment Task**

AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Capability to collaboratively develop an innovative business plan that takes into account socio-technical, economic, and regulatory factors.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

---

**Assessment Task**

AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Capability to apply appropriate business and revenue models to launch a technology venture successfully.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to demonstrate creative problem solving skills in formulating successful business strategies.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

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**Assessment Task**

AT2 Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT3 Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

---

**Assessment Task**

AT3 Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Capability to apply appropriate business and revenue models for different technology ventures.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT3 Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to demonstrate creative problem solving skills in formulating successful business strategies.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT1 Tutorial Exercises (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT1 Tutorial Exercises (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Capability to analyse the technology and/or business innovations involved in different business cases.



**Excellent**

(A+, A, A-) High

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**Criterion**

Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business strategies.

**Excellent**

(A+, A, A-) High

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(B+, B) Significant

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(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Ability to describe the key concepts and characteristics of innovation and technology entrepreneurship.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Capability to collaboratively develop an innovative business plan that takes into account socio-technical, economic, and regulatory factors.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Capability to apply appropriate business and revenue models to launch a technology venture successfully.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Ability to demonstrate creative problem solving skills in formulating successful business strategies.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT2 Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Ability to exercise good communication and interpersonal skills in proposing and presenting appropriate business plans.

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**Assessment Task**

AT3 Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Capability to apply appropriate business and revenue models for different technology ventures.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

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(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal levels

**Assessment Task**

AT3 Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Ability to demonstrate creative problem solving skills in formulating successful business strategies.

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**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Moderate

**Failure**

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## Part III Other Information

**Keyword Syllabus**

- CONCEPTS of innovation and technology entrepreneurship.
- LEGAL, TECHNOLOGICAL, ETHICAL and TAX ISSUES related to entrepreneurship. PRODUCT/SERVICE FEASIBILITY. REVENUE MODEL developed.
- Improve business efficiency.
- Advantages and difficulties of MARKETING on the WEB.
- INTELLECTUAL PROPERTY be effectively PROTECTED.
- OPPORTUNITIES for VENTURES be realized and used.
- BUSINESS VENTURE FORMED and PLANNED.
- Creation of a BUSINESS PLAN improve performance.

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

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

**Additional Readings**

| Title |                                                                                                                                             |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Raphael Amit and Christoph Zott, Business Model Innovation Strategy John Wiley & Sons, Ltd, 2021. ISBN-13-978-1119689683.                   |
| 2     | Thomas Byers, Richard Dorf and Andrew Nelson, Technology Ventures: From Idea to Enterprise McGraw-Hill, 5/e, 2018. ISBN-13: 978-1259875991. |

|   |                                                                                                                                                                     |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 | John Bessant and Joe Tidd, Innovation and Entrepreneurship John Wiley & Sons, Ltd., 3/e, 2015. ISBN-13: 978-1-118-99309-5.                                          |
| 4 | Melissa A. Schilling, Strategic Management of Technological Innovation McGraw-Hill, 4/e, Oct. 30, 2012. ISBN-13: 978-0078029233.                                    |
| 5 | Alexander Osterwalder, Yves Pigneur. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley and Sons; 1st edition, 2010. |
| 6 | Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, Technology Entrepreneurship: Creating, Capturing, and Protecting Value.                                   |