




(Shared) ENTR 1001 Course Outline - Fall 24-25


Overview:

 Date/Time: Wednesdays & Fridays, 1:30pm - 2:50pm


 Room 5620, Lift 31-32 ([Path Advisor](#))

 Instructors:

Professor Erwin Huang, Adjunct Professor, Integrative Systems and Design, Academy of Interdisciplinary Studies

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Ms. Aki Leung, Teaching Associate, Integrative Systems and Design, Academy of Interdisciplinary Studies

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▼ Course Description

Being an entrepreneur does not necessarily equate to starting a business. It is a perspective that allows one to learn to see opportunities, embrace risks and take action. This quality is especially called for in these changing and challenging times.

This course introduces key mindsets and skill-sets to students who are interested in embarking upon an entrepreneurial journey. In this course, accomplished entrepreneurs

will share their personal lessons and insights. In addition, students will have opportunities to gain hands-on experience and work with peers across disciplines.

This is a common core course, students from all disciplines are welcome and no previous entrepreneurial experience or business training is needed. This course also counts towards the Minor Programme in Entrepreneurship.

▼ Your Expected Participation



This class is demanding and require a lot of team work.

You will have to dedicate considerable in-class and out-of-class time to experiential learning projects – learning by doing. You also must be comfortable operating without the structure found in more traditional classes.

Entrepreneurship is inherently uncertain. The course is designed to recreate some of that uncertainty for participants.

▼ Intended Learning Outcomes

Upon successful completion of this course, students will be able to:

- Enhance team-building skills and cultivate the willingness to take risks and learn from failure
- Gain hands-on experience in running an online business
- Increase awareness towards career design and appreciate alternative paths as innovators and entrepreneurs
- Appreciate technological innovations and their opportunities, impacts and benefits to the society
- Increase knowledge on design thinking and its application on problem-solving




Policies, Guidelines and Resources

▼ Free Rider Policy


As this course requires a significant amount of group work, a mechanism is in place to help deter free-riding situations. When needed, please consult the TA to learn more about the details.

▼ AGI policy


Learning to use AGI is an important skill. Some group and individual assignments would require you to use AGI as one of the tools to enhance your quality of work.




Showcase your decision making process - refine and improve your prompts to get good outcomes



Critical thinking - you're responsible for the numbers or fact it provided. Do your due diligence and incorporate other sources



Acknowledge the use of AI - explain what and how you use it for



Be thoughtful - only use it for the right circumstances

More resources:

Generative AI & Education | HKUST CEI | Center for Education Innovation

Since the launch of ChatGPT in November 2022, the world of Generative AI has been rapidly evolving and its impact on education remains a topic of debate. To help faculty stay informed on the various aspects of Generative AI and understand how HKUST is responding to it.

<https://cei.hkust.edu.hk/en-hk/education-innovation/generative-ai-education>

Access to ChatGPT via POE without a VPN connection | HKUST CEI | Center for Education Innovation

As we continue to explore the impact and potential of generative AI tools, such as ChatGPT, in teaching and learning, it is important to note that ChatGPT is currently inaccessible from Hong Kong without a VPN connection.

<https://cei.hkust.edu.hk/en-hk/education-innovation/generative-ai-education/access-chatgpt-poe-without-vpn-connection>

▼ Communication Platforms

Platforms and Intended Purpose

Aa Name	☰ Tags	🔗 URL	☰ Assignments
<u>Canvas</u>	<ul style="list-style-type: none"> Official announcement lecture notes/ slides 	canvas.ust.hk	All assignments should be submitted through Canvas for official record
<u>MIRO</u>	<ul style="list-style-type: none"> In-class activities assignments 	https://miro.com	Assignments, brainstorming, discussions
<u>Notion</u>	<ul style="list-style-type: none"> Collaboration 	https://www.notion.so/	
<u>Canva</u>	<ul style="list-style-type: none"> Presentation tool 	https://www.canva.com/	
<u>Personal communication method</u>	<ul style="list-style-type: none"> Collaboration 		Coordinate with your team member outside of class

Aa Name	☰ Tags	🔗 URL	☰ Assignments
(Whatsapp/Signal)			
G Suites		https://gsuite.google.com/	
Website	<div style="background-color: #ADD8E6; padding: 2px;">Case library</div> <div style="background-color: #FFC0CB; padding: 2px;">learning resources</div>	entru.hk	
Facebook	<div style="background-color: #FFDAB9; padding: 2px;">Speaker recaps</div>	@entruhkust	Speaker Reflections (please note that the comment URL link needs to be submitted onto Canvas in order to be counted)
AI platform for reflection	<div style="background-color: #D8BFD8; padding: 2px;">In-class activities</div> <div style="background-color: #FFC0CB; padding: 2px;">learning resources</div>	chat.erwin.hk	



The class schedule and assignments are structured to mimic the actual process and actions of launching and running of an online shop. It is designed so that you go through the process below:

- 1. Forming your team**
- 2. Knowing your customers**
- 3. Building: product and brand**
- 4. Growing your business**

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Schedule



While this course is highly structured, it will be subject to change. Please refer to in-class announcements as the course plan might be adjusted to accommodate guest speakers' schedule and students' progress.

Wk	Date	Topic/Module
1	September 4, 2024	Introduction/ Course outline
1	September 6, 2024	Portfolio building & theme walkthrough - Notion +Erwin
2	September 11, 2024	Speaker session # Erwin
2	September 13, 2024	Team formation & team building
3	September 18, 2024	(Holiday) Mid-autumn festival
3	September 20, 2024	Design thinking sprint
4	September 25, 2024	Empathy - MISO, customer journey map, persona setting
4	September 27, 2024	Speaker session #1 Kickstarter/ Game Designer Cyril
5	October 2, 2024	Empathy presentation: (Announce office hours)
5	October 4, 2024	Define - Business model & Competitor research
	October 7, 2024	1001 Office hour week
6	October 9, 2024	Midterm guidance
6	October 11, 2024	(Holiday) Chung yeung festival
7	October 16, 2024	Midterm
7	October 18, 2024	Midterm (2)
8	October 23, 2024	Marketing (ft. Prof Coral)
8	October 25, 2024	Speaker session #2: Stickem Adam Huh
9	October 30, 2024	Prototyping
9	November 1, 2024	Speaker Session # Entrepreneurship Center Prof Carrie Ling
10	November 6, 2024	Video (ft. Wallnex)
10	November 8, 2024	Speaker session #3 Prof Qian Zhang
	November 11, 2024	1001 Office hour week
11	November 13, 2024	Pitching
11	November 15, 2024	Speaker session #4 DustyKid Alex Wong
12	November 20, 2024	Budgeting & financing (concept of cash flow)
12	November 22, 2024	Final Guidance
13	November 27, 2024	Final Presentation
13	November 29, 2024	Final Presentation (2)

100 Assessments

Assessment details will be available on Canvas. Please refer to Canvas for the most up-to-date information.

For group assignments, please assign a representative to submit through Canvas.

Not curved. Help each other, grow together.

Assignment Submission

All assignments must be uploaded to Canvas by 5pm Hong Kong Time on the date that assignment is listed as due in the Course Schedule, unless otherwise specified.

Any assignment turned in late will receive a grade deduction. 20% mark will be deducted for late submission. Submissions after 7 days are not accepted.

Individual Assessments:

Aa Assessments	# Points
Attendance	10
Speaker Reflection	10
Office hours x 2	4
Personal Development Journal	10
Peer Evaluation	11

Team Assessments:

Customer Discovery	10
Midterm Presentation	10
Marketing Assignment	5
Prototype Assignments	10
Final Presentation + Video	20