

ENTR1001 - Entrepreneurship 1001: Building Your Own Future
Fall 2022 - 2023

HKUST Teaching Team

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Class Time

Monday & Wednesday 10:30am - 11:50am

Hybrid learning, refer to class schedule for details.

- (1) In-person location: Rm 4582, Lift 27-28 (66)
- (2) Online: Zoom link is accessible through Canvas

Course Overview

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 actions. 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.

This class can be demanding and requires a lot of teamwork.

Entrepreneurship is inherently uncertain. The course is designed to recreate some of that uncertainty for students to learn and grow in an authentic environment. Therefore, certain level of discomfort and flexible arrangement is to be expected in this course. The teaching team will provide guidance along the way but it will be you who does the work, hopefully hard but also fulfilling work.

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

This is a blended class, meaning part of the course will be conducted online.

Zoom Etiquette

- Be on time. You are expected to be present and have your camera on throughout the entire class time with a 5-minute grace period. You will be regarded as absent if you have your camera off.
- Stay engaged. Turn on your camera throughout and participate (speak up, vote, chat, etc.). We have incorporated team time in each class.
- Find a suitable environment and functional device for the class. Our recommendations:
 - A well-lit and quiet location
 - A stable internet connection
 - Fully charge your laptop and plug into a power source
 - Laptop or desktop preferred
 - Functioning headphones (with microphone preferred; please be sure to charge them if they are Bluetooth connected) and a functioning web camera
 - Test your cameras, headphones/speakers and microphone before class starts and prepare for an extra headphone as backup
 - You are expected to turn on your video throughout the class time
- Zoom resources:
http://cei.ust.hk/files/public/good_practices_for_students_learning_in_zoom.pdf

Communications & Resources

Main communications should take place through email or Canvas messages. You are encouraged to make appointments for office hours in advance.

Platforms	Activities	Assignments
Canvas: canvas.ust.hk	Official announcement, lecture notes, readings (if any)	All assignments should be submitted through Canvas for official record
MIRO: https://miro.com (please sign up with your HKUST email in advance)	In-class group activities, assignments	Assignments, brainstorming, discussions

Notion: https://www.notion.so/	Collaboration tool	
Canva: https://www.canva.com/	Presentation tool	
Personal communication method (Whatsapp/ Signal)	Coordinate with your team member	
G Suites: https://gsuite.google.com/	Collaboration tool	
Website: entru.hk	Case library and learning resources	N/A
Facebook: @entruhkust	Speaker recaps	Reflections (please note that the comment URL link needs to be submitted onto Canvas in order to be counted)
Shoptline	Online shop set up	

Panel Teachers

Each panel consists of one teaching staff from HKUST and one from LU. They will support you along the journey. It is always a good practice to look for solutions among yourselves before reaching out. For assignment-related questions, reach out to the teaching staff who taught the session. For teamwork-related issues, please reach out to your panel teachers. Please also budget in time for the teaching team to get back to you, typically 1-2 days, as they are tending to numerous courses.

HKUST x LU x SUTD x Virtual Exchange

Students from Hong Kong University of Science and Technology (HKUST), Lingnam University (LU), Singapore University of Technology & Design (SUTD) and virtual exchange students will work together on operating an online shop using Design Thinking framework. You will learn how to be an entrepreneur by being one. We understand collaboration can be extra challenging during the pandemic. But you are not alone. Thousands of teams are doing this in real life. The teaching team will also be supporting you throughout the process.

Team Formation

You may form your own teams following all the criteria. Each group is made up of 5-6 members from different backgrounds and strengths. Diversity is the only rule in team formation. Please be respectful and kind to one another.

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 in advance.

Class Schedule

The schedule is subject to change. Please refer to in-class announcements as the course plan might be adjusted to accommodate guest speakers' schedule and students' progress.

Week	Date		Mode	Topic
Week 1	September 5	Monday	Zoom	Introduction & Course Outline
	September 7	Wednesday	In-person	Speaker Session 1: Prof. Erwin Huang
Week 2	September 12	Monday		No Class – Mid-Autumn Holiday
	September 14	Wednesday	Zoom	Team Formation
	September 17 2-5pm	Saturday	In-person	Team Building Day (Location TBC)
Week 3	September 19	Monday	Zoom	Market & Competitor Landscape Research
	September 21	Wednesday	Zoom	Content Marketing & Shopline Introduction
Week 4	September 26	Monday	Zoom	Ads Placement
	September 28	Wednesday	In-person	Speaker Session 2
Week 5	October 3	Monday	Zoom	AB Testing
	October 5	Wednesday	Zoom	Customer Journey Mapping & Business Funnel
Week 6	October 10	Monday	Zoom	Startup Operations
	October 12	Wednesday	Zoom	Mid-term Guidance
Week 7	October 17	Monday	Zoom	Impact Mapping
	October 19	Wednesday	In-person	Speaker Session 3
Week 8	October 24	Monday	Zoom	Team Time
	October 26	Wednesday	Zoom	Mid-term Presentation
Week 9	October 31	Monday	Zoom	Growth Hacking – Team Time

	November 2	Wednesday	Zoom	Clinic Session
Week 10	November 7	Monday	In-person	Pitching & Scaling
	November 9	Wednesday	In-person	Speaker Session 4
Week 11	November 14	Monday	Zoom	Business Model & Funding
	November 16	Wednesday	Zoom	Team Time
Week 12	November 21	Monday	Zoom	Final Guidance
	November 23	Wednesday	Zoom	Speaker Session 5: Prof. Albert Ko
Week 13	November 28	Monday	Zoom	Final Presentation
	November 30	Wednesday	Zoom	Finale

Assessment Summary

Details of assessment will be on Canvas.

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

The course is **NOT CURVED**. Help each other, grow together.

Individual Assessment (45%)	Weighting	Due Date
In-class Attendance	5	Continuous
In-class Participation	5	Continuous
Team Building Workshop Attendance	Extra credit: 1	September 17
Office Hour Attendance	5	Multiple
Speaker Reflections	10	Multiple (within 5 days after the session)
Spatial.io Personal Development Journal		
- Bi-weekly snapshot	12	Multiple
- End-of-course journal	8	December 4
Team Assignment (55%)	Weighting	Due Date
Role List	1	September 21
Product / Audience / Value Proposition Brainstorm	2	September 21

Competitor Landscape Research	3	September 26
Shop and Social Accounts Set up	1	September 28
Operations Set Up	2	October 17
Bi-weekly Content Planning (4 posts per period)	8	Multiple
Bi-weekly Business Funnel & Ads Performance Review	8	Multiple
Mid-Term Presentation	8	October 26 Class Time
Phase 2 Goals & Strategy Plan	2	November 2
Final Presentation	12	November 28 Class Time
Peer Evaluations	8	Multiple

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. 0.5 mark will be deducted for late submission. Submissions after 7 days are not accepted.

Recommended Reading

Ries, E. (2017). *The Startup Way: How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-term Growth*: Currency.

Stross, R.E. (2013). *The launchpad: Inside Y Combinator*. New York, NY: Portfolio/ Penguin.