ENTR1001– Designing Your Future
Fall 2025 - 2026

Teaching team:
Instructor: Erwin Huang (erwinhuang@ust.hk)
Instructional Assistant: Aki Lau (akilau@ust.hk)

Class meetings:
Time: 13:30pm – 14:50pm (Wed & Fri)
Classroom: Rm5620 (lift 31/32)

1. **Abstract**

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 class is demanding and requires a lot of teamwork. 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.

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.

2. **Intended Learning Outcomes (ILOs)**

Upon completion of the course ENTR1001, students will be able to:

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

3.   **Course Schedule (subject to change)**

Week	Date	Topic
1	3/9 (Wed)	Introduction
	5/9 (Fri)	Speaker session – Erwin Huang
2	10/9 (Wed)	Design thinking sprints
	12/9 (Fri)	Team Formation and Building
3	17/9 (Wed)	Empathy & Discovery
	19/9 (Fri)	Speaker session #1
4	24/9 (Wed)	Lumina Debrief
	26/9 (Fri)	Speaker session #2
5	1/10 (Wed)	Holiday
	3/10 (Fri)	Empathy presentation
6	8/10 (Wed)	Define problem
	10/10 (Fri)	Midterm Guidance
7	15/10 (Wed)	Teamwork & Leadership
	17/10 (Fri)	Speaker session #3
8	22/10 (Wed)	Midterm Presentation (1)
	24/10 (Fri)	Midterm Presentation (2)
9	29/10 (Wed)	Holiday
	31/10 (Fri)	Business model
10	5/11 (Wed)	Prototyping
	7/11 (Fri)	Speaker session #4
11	12/11 (Wed)	Marketing
	14/11 (Fri)	Pitching
12	19/11 (Wed)	Budgeting & Funding
	21/11 (Fri)	Finale & Final guidance
13	26/11 (Wed)	Final presentation (1)
	28/11 (Fri)	Final presentation (2)

4.   **Team Formation**

Team Formation Arrangement (tentative): Team size is 5 - 6 students per group and the instructor reserves the right to add members/ combine teams depending on final class size. Team formation will be due at 3pm on Sep 15 (Mon). Only one member in each team will need to submit the team list on Canvas. Finalised team list will be posted after the add/drop period.

5. Assignment Details

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.

Individual Assessments:		Group Assessments:	
Attendance	10	Customer Discovery	10
Speaker Reflection	10	Midterm Presentation	10
Office hours X 2	4	Marketing Assignment	5
Teamwork Reflection	8	Prototype Assignment	10
Personal Development Journal	2	Final Presentation + Video	20
Peer Evaluation	11		
Total	45	Total	55
Total			**100**

6. Assignment Submission

All assignments must be uploaded to Canvas by 9pm 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.

7. Communications and Resources

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

Platforms	Usage	Remarks
Canvas	Official announcement, lecture notes, readings, assignment submissions, peer evaluation	Canvas: canvas.ust.hk
MIRO: https://miro.com	In-class group activities, assignments, collaboration tool	Please sign up with you HKUST email in advance
Prof. E	AI chatbot for reflection assignments	

8. Other Information

Academic honesty:
You are expected to uphold the HKUST Academic Honor Code and show the highest level of integrity in your work. Plagiarism – copying other people's work without proper citation or any other form of academic dishonesty is strictly prohibited. Please check the academic registry website for more information on how to avoid plagiarism: https://registry.hkust.edu.hk/resource-library/how-avoid-plagiarism-and-copying

Free-rider policy:
Free-riding can be reported when:
▪ Over 50% of the team agrees that there is a free-riding situation (e.g. 3 out of 5; 3 out of 6)
▪ Evidence showing free-rider has been confronted and given opportunities to correct, but with no or little improvement is shown

Proposed solution from the team:
▪ Once a free-rider is reported, a meeting will be called inviting all members to go through evidence and explore potential solutions or consequences. The ultimate decision will be upon the instructor's discretion.

MISCELLANEOUS NOTES:
- Attend the lecture section in which you are officially enrolled.
- Check your HKUST email and Canvas regularly for important announcements and updates.
- The instructor reserves the right to make changes to the content, scheduling of topics and assignments if necessary.