THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Division of Integrative Systems and Design

ENTR3012 - Tech Startup and Entrepreneur's Ecosystem: Growth and Innovation
Fall Semester 2025 (September to December 2025)

COURSE INFORMATION
Course Code: **ENTR3012**
Credits: 3
Class schedule: Tuesday 4:30pm to 5:50pm and Thursdays 4:30pm to 5:50pm

Classroom: 5564
Class Size: 30 students

Instructor: Coral Puig Garrigó
Email: coralpuig@ust.hk
Office hours: By appointment

This course can be taken by all UG students from all UST schools, but with the exclusions: TEMG3950, GBUS2030

COURSE OVERVIEW:
This course provides hands-on, practical experience in developing and implementing growth strategies for technology startups and innovative digital services in early stages. Through experiential learning, case studies, and interaction with industry practitioners, students will explore cutting-edge business models and frameworks designed for the entrepreneurial ecosystem.

COURSE INTENDED LEARNING OUTCOMES:

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

1. Understand and apply basic tools and frameworks for tech startup growth and new customers acquisition.

2. Develop and apply the SAVE model for customer-centric growth strategies and how to make a professional pitch.

3. Analyse market opportunities using Blue Ocean framework and customer discovery techniques for innovation and growth

4. Develop and deliver persuasive investor pitches

5. Apply storytelling techniques for technological innovations promotion

ASSESSMENT SCHEME

- In-class participation / AI supported preparatory work: 40%
- Final Course Project: 45%
- Google analytics / Meta analytics certificate 15%

Guest speakers:

- James Kwan (Jumpstarter CEO)

- Struan Dsouza and Kushaj Dwivedi (Cresento's founders)

- TBC

Reference books:

1. "The Lean Startup" by Eric Ries

2. "Blue Ocean Strategy" by W. Chan Kim and Renée Mauborgne

WEEKLY SCHEDULE

Week 1: Introduction to Startup Business Environment

- Introduction to startup concepts

- Diffusion of innovation theory

- Business model innovation

Week 2: Business Framework Approach

- Value Innovation
- Blue Ocean Strategy
- Workshop: Blue Ocean Strategy analysis

Week 3-4 : Business Model and Market Definition

- Business model canvas
- Market potential analysis
- SAVE model application
  Assignment: Value proposition using SAVE model

Week 5 : AIDA Model Framework

- AIDA model examination
- Digital marketing campaigns
- Customer acquisition strategies

  Assignment deadline: Google/WeChat certificate completion

Week 6: Customer Understanding

- Market research methodologies
- Customer journey mapping
- Media strategy development

Week 7: Product Development

- Solution management
- MVP development

Week 8-9 : Investment and stakeholder management

- Investment pitching
- Investor types analysis
- Ecosystem partnerships

  Guest Speaker: James Kwan

Week 10: Scaling strategies

- Scaling challenges

- Growth management
  Guest Speaker: Struan Dsouza and Kushaj Dwivedi (Cresento's founders)

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Week 11: Tech innovation

- Innovation fostering

- Brainstorming workshop

  Field Trip to Jumpstarter's HK offices (potentially, if class quota allows)

Week 12: Innovation methodologies

- Innovation types

- Perceptual mapping

- Agent Marketing : LLM SEO, LLMO (Large Language Model Optimization), GEO (Generative Engine Optimization), and AEO (Answer Engine Optimization)

Week 13:

Final project presentations (10 minutes per team + 2 minutes feedback)
Team project Delivery

COURSE POLICIES

Attendance is not a part of the grade but regular attendance is mandatory : Students must attend at least 70% of classes to be eligible for assessment.

Late submissions:

- Assignments submitted late will be penalized -20% per day
- No submissions accepted after 2 days of deadline, unless medical proof / family emergency.

Academic integrity:
All students must adhere to HKUST's Academic Integrity Policy. Plagiarism and cheating will result in disciplinary action.

Optional assignments:
Additional optional assignments are available for students with existing entrepreneurial projects. These serve as free consulting hours with the instructor.

4. AI generated content policy

- Turnitin is the only recognized tool for checking the % of AI-generated content in this course.
- Any final course project containing more than 50% AI-generated content will receive a zero mark. The score generated by Turnitin will be used to determine the percentage of AI-generated content.
- **Students who use AI-generated content for their projects must attach the main prompt used to generate the content as a separate document when submitting their assignment.** The AI generated content must also be clearly highlighted within the submission. But let me very clear: using **AI-generated content following these guidelines will NOT negatively impact your marks.**
  - For class participation and preparatory work, students are **encouraged to use AI**. It is 2025 and the way to teach and learn is changing. But must clearly labelled as such and provide the prompts used. The quality of prompts and the student's analysis and application of the AI-generated content will be evaluated as part of their participation grade.
  - For the final project, AI-generated content is allowed, but must be meaningfully integrated with original student work and insights. The percentage of AI-generated content should not exceed 50% of the total project submission.

CLASS POLICIES :

o   Phones silenced and put away during class o Laptops used only for class activities

o   Snacks allowed at the back of the classroom if not disruptive

o   Instructor's approval not needed for temporary absences

o   Please don't email me to explain to me why you can't come to class. Not coming to class would affect your learning and your performance, not mine. Thanks for being respectful with my time and our TA's.