

ENTR3100– Industrial Landscape Fall 2025-2026

Teaching team:

Instructor: Erwin Huang (erwinhuang@ust.hk)

Instructional Assistant: Aki Lau (akilau@ust.hk)

Class meetings:

Time: 16:30pm – 17:50pm (Wed & Fri)

Classroom: Rm4582 (lift 27/28)

1. Abstract

This is a 3-credit course designed to introduce students to the diverse world of industries and the elements necessary for starting a business. It acquaints students with the landscapes of various industries by examining important elements to start up a business and introducing the markets of various sectors. The goal is to expose students interested in entrepreneurship to the diversity, competition, interaction, and decision-making processes of various ecosystems. In this semester, our focus is on the local aging industry and silver economy, given the significant attention on the aging problem in Hong Kong. HSBC will be our industry partner this semester and collaborate with our students closely on their course projects. This course addresses the unique challenges faced by Hong Kong's aging population, particularly focusing on the banking needs of the "young old" (ages 50-65).

Professors and guest speakers will discuss enabling technologies, key processes, business models, and cases of the financial and aging industries. Students will form teams to survey and analyse the ecosystems of the financial sector, to identify business opportunities in the aging industry and the silver economy.

This course encourages students to take a deeper dive into the future landscape through elements of campaigning, advocacy, and changemaking. Students will go through a series of lectures, workshops, and speaker sessions to gain exposure to entrepreneurial attitude, skills, and knowledge. This course counts towards the Minor Program in Entrepreneurship.

2. Intended Learning Outcomes (ILOs)

Upon completion of the course ENTR3100, students will be able to:

- Understand the aging industry
- Understand the financial industry
- Analyse the financial and social needs of the aging population
- Develop an empathy towards the aging population
- Identify business opportunities in the aging and financial industries
- Develop practical solutions for the target audience in the aging industry
- Develop skills in communication and idea pitching
- Appreciate technological innovations and their opportunities, impacts and benefits to society

3. Course Schedule

Week	Date	Topic
1	3/9 (Wed)	Welcome & Introduction
	5/9 (Fri)	Speaker Session (Prof. Erwin)
2	10/9 (Wed)	Case Study & Prof E
	12/9 (Fri)	Mingling session
3	17/9 (Wed)	Design thinking sprint
	19/9 (Fri)	#1 Speaker session
4	24/9 (Wed)	Empathy & Define
	26/9 (Fri)	Data analysis & storytelling
5	1/10 (Wed)	Holiday
	3/10 (Fri)	Ideate
6	8/10 (Wed)	Midterm guidance
	10/10 (Fri)	#2 Speaker session
7	15/10 (Wed)	Midterm presentation
	17/10 (Fri)	Midterm presentation
8	22/10 (Wed)	Prototyping
	24/10 (Fri)	#3 Speaker session
9	29/10 (Wed)	Holiday
	31/10 (Fri)	Testing
10	5/11 (Wed)	Peer advisory session
	7/11 (Fri)	#4 Speaker session
11	12/11 (Wed)	Pitching
	14/11 (Fri)	#5 Speaker session
12	19/11 (Wed)	Final Guidance
	21/11 (Fri)	Finale
13	26/11 (Wed)	Demo Day @ HKUST
	28/11 (Fri)	Demo Day @ HSBC

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 of 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.

Individual Assessments:		Group Assessments:	
Attendance	10	Customer Discovery	10
Speaker Reflection	10	Midterm Presentation	10
Office hours X 2	4	Prototype Assignment	15
Midterm Peer Evaluation	5	Video	5
Final Peer Evaluation	6	Peer advisory	5
Personal Development Journal	5	Final Presentation	15
Total	40	Total	60
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% of the marks 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
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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 topics, and assignments if necessary.