Course Code	Course Title
COMP 4911	**IT Entrepreneurship**

Course Description

Basic elements of starting a new business in information technology; exploiting an "unfair" advantage; preparing a business plan; arranging financial support; accounting and legal requirements; exit strategy. Case studies of successful and failed ventures in Hong Kong and elsewhere. Prerequisite(s): COMP 1021/1022P/1022Q/2011/2012H or ISOM3230

List of Topics

The entrepreneurial risk-taking value-creation mindset
Business analysis and plan
Business model development
The role and protection of innovations
VC, financing, fund raising and share structuring
From 0 to exit: Building up your company
Pitching and marketing your products
Case studies and discussions

Textbooks

N.A.

Reference books

N.A.

Grading Scheme

3 Group projects (50%)

Individual lecture attendance (16%), Class participation (7%), Peer voting (4%), seminar reports and/or competitions (15%) and in-class pitching exam (8%)

Course Intended Learning Outcomes

Upon successful completion of the course, students should be able to:

1. Identify the basic principles and practices involved in either starting a company or planning to work in a start-up company, and any pitfalls to be avoided.
2. Summarize the basic principles of IT entrepreneurship.
3. Recognize and act upon opportunities for building a personal business network.

4. Evaluate potential business opportunities and develop appropriate decision-making skills so as to take best advantage of those opportunities.

Assessment Rubrics

Excellent: Able to achieve the outcomes with proficiency and can act accordingly.
Very good: Able to achieve the outcomes in a reasonably high level, though there may be some missing factors to consider in evaluating business opportunities
Good: Achieving the outcomes with some difficulties, but overall with a reasonable level of concepts
Satisfactory: Being acquainted with the knowledge and barely achieving a satisfactory level of skills.