THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Division of Integrative Systems and Design

ENTR4000C - Tech Startup and Entrepreneur's Ecosystem: Growth and Innovation
Spring Semester 2025 (February - May 2025)

COURSE INFORMATION
Course Code: **ENTR4000C**
Credits: 3
Class schedule: Mon 1:30pm-2:50pm, Fri 09:00-10:20am; 1 hour and 20 minutes each session, twice a week.
Classroom: Rm 5564
Class Size: 30 students

Instructor's contact details:
Instructor: Prof. Coral Puig
Email: coralpuig@ust.hk
Office Hours: By appointment

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

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

ASSESSMENT SCHEME

- Class Participation: 10%

- Individual Assignment: 25%

- Google Analytics/WeChat Mini-programs Certificate: 30%

- Final Course Project: 35%

Guest speakers:

- James Kwan (Incubator Accelerator Founder)

- Brandford Chan (Google Startup Ecosystem Hong Kong)

- David Yeung/Anushka Purohit (successful startup's founder, 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 (Feb 1-7): Introduction to Startup Business Environment

- Introduction to startup concepts

- Diffusion of innovation theory

- Business model innovation

Week 2 (Feb 8-14): Business Framework Approach

- Value Innovation

- Blue Ocean Strategy

- Workshop: Blue Ocean Strategy analysis

Week 3-4 (Feb 15-28): Business Model and Market Definition

- Business model canvas

- Market potential analysis

- SAVE model application
  Assignment: Value proposition using SAVE model

Week 5 (Mar 1-7): AIDA Model Framework

- AIDA model examination

- Digital marketing campaigns

- Customer acquisition strategies

Week 6 (Mar 8-14): Customer Understanding

- Market research methodologies

- Customer journey mapping

- Media strategy development
  Required: Google/WeChat certificate completion

Week 7 (Mar 15-21): Product Development

- Solution management

- MVP development

Field Workshop: MVP development – from Marketing research's perspective

Week 8-9 (Mar 22-Apr 4): Investment and stakeholder management

- Investment pitching

- Investor types analysis

- Ecosystem partnerships

  Guest Speaker: James Kwan

Week 10 (Apr 5-11): Scaling strategies

- Scaling challenges

- Growth management
  Guest Speaker: TBC (Industry leader)

Assignment: 400-word reflection "How do you think this course is going to help you to become a best leader?"

Week 11 (Apr 12-18): Tech innovation

- Innovation fostering

- Brainstorming workshop

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

Week 12 (Apr 19-25): Innovation methodologies

- Innovation types

- Perceptual mapping

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

Week 13 (Apr 26-May 2): Future trends and course wrap-up

- Emerging technologies

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

COURSE POLICIES

Attendance:
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 -10% per day

- No submissions accepted after 2 days of deadline

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

o Turnitin is the only recognized tool for checking the % of AI-generated content in this course.

o Students are expected to NOT use AI generated content for the individual assignment. **If you believe there is a legit reason to use AI-generated content for your individual assignment (language barrier, flow improvement…), please make an appointment with me for approval.**

o For the individual assignment, **students CAN use AI-generated content, but it must be limited to 50% of the total content.**

o Any work 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.

o **Students who use AI-generated content must attach the 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. Using **AI-generated content following these guidelines will NOT negatively impact your marks.**

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 Submissions screened by Turnitin for plagiarism and exceeding % of AI content limit