The Hong Kong University of Science and Technology

UG Course Syllabus (Spring 2025-26)

[Course Title] IT Entrepreneurship

[Course Code] COMP4911 (multi-coded with ENTR4911)

[No. of Credits] 3

[Any pre-/co-requisites] COMP 1021 OR COMP 1022P OR COMP 1022Q OR COMP 1023 OR COMP 2011 OR COMP 2012H OR ISOM 3230

Name: [Instructor(s) Name] Gary Chan

Email: [Your Email Address] gchan@ust.hk

Office Hours: [Specify Office Hours and Location] Right after class, or by appointment

Course Description

[Briefly describe the course content, key topics or themes, objectives, methods of instruction, e.g., lectures, discussions, projects].

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.

Course contents:

1. The entrepreneurial mindset: risk taking and value creation
2. Business analysis: SWOT, value proposition, business model development, and business plan
3. Technology as unfair advantage, and the role and protection of innovation
4. Money talks: venture capitalists, fundraising, SAFE (Simple Agreement for Future Equity) and stock options
5. From 0 to exit: corporate structure, design thinking, marketing, success and failure
6. Product and elevator pitching
7. Case studies and discussion
8. Student presentations (course projects)

Intended Learning Outcomes (ILOs)

On successful completion of the course, students will 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 and Grading

This course will be assessed using criterion-referencing and grades will not be assigned using a curve. Detailed rubrics for each assignment are provided below, outlining the criteria used for evaluation.

Assessment Task	**Contribution to Overall Course grade (%)**
2 team projects	~50%
Lecture attendance and participation	~20%
Individual report	~15%
Individual examination	~15%

Assessments:

[List specific assessed tasks, exams, quizzes, their weightage, and due dates; perhaps, add a summary table as below, to precede the details for each assessment.]

Assessment Task	**Contribution to Overall Course grade (%)**	**Due date**
Group project 1	20%	21/03/2026 *
Group project 2	30%	22/05/2026 *
Lecture attendance (attending 15 out of the eligible lectures)	15%	08/05/2026
Class participation	8%	08/05/2026
Presentation voting	3%	22/05/2026
Seminar/Talk reports and/or competitions	9%	15/5/2025
In-class written exam	15%	06/05/2025

* Assessment marks for individual assessed tasks will be released within two weeks of the due date.

Mapping of Course ILOs to Assessment Tasks

[add to/delete table as appropriate]

Assessed Task	**Mapped ILOs**	**Explanation**
Group projects 1-2 and student participation	[ILO-1, ILO-2, ILO-3, and ILO-4]	The tasks are to ask students to work in a team to analyze business environment (ILO-1), act upon the market gap (ILO-2), and make

		effective presentation on their business plan (ILO3-4).
Lecture attendance and participation	[ILO1, and ILO1-2]	Case study and lecture discussion will help students develop critical thinking (ILO-2] and sound business decision process (ILO-1).
Individual seminar reports and written exam	[ILO-1, ILO-2, and ILO-4]	The reports and written exam are to help students identify business opportunities (ILO-1), develop business plan (ILO-2), and capture value in the process (ILO-4)

Grading Rubrics

[Detailed rubrics for each assignment will be provided. These rubrics clearly outline the criteria used for evaluation. Students can refer to these rubrics to understand how their work will be assessed.]

Final Grade Descriptors:

[As appropriate to the course and aligned with university standards]

Grades	Short Description	Elaboration on subject grading description
A	Excellent Performance	Demonstrates a comprehensive grasp of subject matter, expertise in problem-solving, and significant creativity in thinking. Exhibits a high capacity for scholarship and collaboration, going beyond core requirements to achieve learning goals.
B	Good Performance	Shows good knowledge and understanding of the main subject matter, competence in problem-solving, and the ability to analyze and evaluate issues. Displays high motivation to learn and the ability to work effectively with others.
C	Satisfactory Performance	Possesses adequate knowledge of core subject matter, competence in dealing with familiar problems, and some capacity for analysis and critical thinking. Shows persistence and effort to achieve broadly defined learning goals.
D	Marginal Pass	Has threshold knowledge of core subject matter, potential to achieve key professional skills, and the ability to make basic judgments. Benefits from the course and has the potential to develop in the discipline.
F	Fail	[Example: Demonstrates insufficient understanding of the subject matter and lacks the necessary problem-solving skills. Shows limited ability to think critically or analytically and exhibits minimal effort towards achieving learning goals. Does not meet the threshold requirements for professional practice or development in the discipline.]

Course AI Policy

[State the course policy on the use of generative artificial intelligence tools to complete assessment tasks.]

Students are free to use generative AI on their works, and should acknowledge it when used.

Communication and Feedback

Assessment marks for individual assessed tasks will be communicated via Canvas within two weeks of submission. Feedback on assignments will include sample submissions, what to be noted for, and discussion in lectures. Students who have further questions about the feedback including marks should consult the instructor within three working days after the feedback is received.

Resubmission Policy

[If applicable, explain the policy for resubmitting work or reassessment opportunities, including conditions and deadlines.]

N.A.

Required Texts and Materials

[List required textbooks, readings, and any other materials]

N.A.

Academic Integrity

Students are expected to adhere to the university's academic integrity policy. Students are expected to uphold HKUST's Academic Honor Code and to maintain the highest standards of academic integrity. The University has zero tolerance of academic misconduct. Please refer to Academic Integrity | HKUST – Academic Registry for the University's definition of plagiarism and ways to avoid cheating and plagiarism.

[Optional] Additional Resources

[List any additional resources, such as online platforms, library resources, etc.]

N.A.