

# COM5406: ENTREPRENEURSHIP AND BUSINESS PLANNING

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## Effective Term

Semester B 2024/25

## Part I Course Overview

### Course Title

Entrepreneurship and Business Planning

### Subject Code

COM - Media and Communication

### Course Number

5406

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course aims to:

- provide students with a well-rounded understanding of entrepreneurship and business planning
- equip students with theoretical and conceptual knowledge related to entrepreneur principles and strategic management;
- develop students' practical skills in creating, evaluating, and crafting business models and familiarize them with phases of business operations.

#### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                                        | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------|--------|--------|
| 1     | Describe the importance and process of creating and crafting business models;                                                                          |                     | x      |        |        |
| 2     | Explain basic principles of entrepreneurship and fundamental concepts applied in business planning context;                                            |                     | x      |        |        |
| 3     | Apply theoretical concepts and models to real-world practices in business planning and management;                                                     |                     |        | x      | x      |
| 4     | Hone practical skills in navigating the business contexts, identifying business problems and opportunities, and developing and pitching business plans |                     |        | x      | x      |

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

#### Learning and Teaching Activities (LTAs)

| LTAs |           | Brief Description                                                                                                                                                 | CILO No.   | Hours/week (if applicable) |
|------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----------------------------|
| 1    | Lectures  | Key concepts and knowledge of entrepreneurship and business planning.                                                                                             | 1, 2, 3, 4 |                            |
| 2    | Workshops | Business people are invited to share their practical experience to enable students to comprehend how principles and concepts are applied in real life situations. | 1, 2, 3, 4 |                            |

|   |              |                                                                                                                                 |            |  |
|---|--------------|---------------------------------------------------------------------------------------------------------------------------------|------------|--|
| 3 | Consultation | Consultation with lecturer is organized so that students can have either individual based or team based discussion and sharing. | 1, 2, 3, 4 |  |
|---|--------------|---------------------------------------------------------------------------------------------------------------------------------|------------|--|

**Assessment Tasks / Activities (ATs)**

| ATs |                                                                                                   | CILO No.   | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|-----|---------------------------------------------------------------------------------------------------|------------|---------------|----------------------------------------|
| 1   | Class participation:<br>Regular attendance and active class participation.                        | 1, 2, 3, 4 | 10            |                                        |
| 2   | Business plan:<br>The creation of a Business Plan either for a hypothetical or existing business. | 2, 3, 4    | 50            |                                        |
| 3   | Presentation:<br>Presentation of the business plan in class.                                      | 2, 3, 4    | 20            |                                        |
| 4   | Final Quiz                                                                                        | 1, 2, 3    | 20            |                                        |

**Continuous Assessment (%)**

100

**Assessment Rubrics (AR)****Assessment Task**

Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

Students' participation in the lectures and class activities and interaction with the instructor

**Excellent**

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities

**Good**

(B+, B, B-) Adequate participation in and contribution to in-class activities.

**Fair**

(C+, C, C-) Occasionally participate in class discussion activities.

**Marginal**

(D) Rarely communicate or present in class.

**Failure**

(F) Missing most class activities and discussions.

**Assessment Task**

Business Plan (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

Able to develop innovative business plans.

**Excellent**

(A+, A, A-) Able to develop excellent, logical, innovative business plans

**Good**

(B+, B, B-) Able to develop solid business plans that are logical but not innovative.

**Fair**

(C+, C, C-) Able to follow the requirement adequately

**Marginal**

(D) Able to complete the work but lacking quality

**Failure**

(F) Unable to follow the assignment requirements

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**Assessment Task**

Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Quality of presentation skills and ability to effectively pitch the business plan

**Excellent**

(A+, A, A-) Excellent communication and presentation skills to engage and convince the audience.

**Good**

(B+, B, B-) Good communication and presentation skills to convey the content clearly.

**Fair**

(C+, C, C-) A complete presentation but lacking basic clarity or organization.

**Marginal**

(D) Barely meeting the expectations of a presentation

**Failure**

(F) Unable to follow the requirements or basic expectations of a presentation

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**Assessment Task**

Final Quiz (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

The extent to which the student describes knowledge correctly and in integrative ways

**Excellent**

(A+, A, A-) Comprehensive, indepth understandings of the course materials

**Good**

(B+, B, B-) Adequate understandings of the course materials

**Fair**

(C+, C, C-) Some understandings of the course materials

**Marginal**

(D) Poor understandings of the course materials

**Failure**

(F) Fail to demonstrate basic understandings of the course materials

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**Assessment Task**

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Students' participation in the lectures and class activities and interaction with the instructor

**Excellent**

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities

**Good**

(B+, B) Adequate participation in and contribution to in-class activities.

**Marginal**

(B-, C+, C) Some participation in and contribution to in-class activities

**Failure**

(F) No participation and contribution

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**Assessment Task**

Business Plan (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Able to develop innovative business plans.

**Excellent**

(A+, A, A-) Able to develop excellent, logical, innovative business plans

**Good**

(B+, B) Able to develop solid business plans that are logical but not innovative.

**Marginal**

(B-, C+, C) Business plans reflect good effort but lack a solid logical structure.

**Failure**

(F) Fail to reflect adequate effort to develop a solid business plan.

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**Assessment Task**

Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Quality of presentation skills and ability to effectively pitch the business plan

**Excellent**

(A+, A, A-) Excellent communication and presentation skills to engage and convince the audience.

**Good**

(B+, B) Good communication and presentation skills to convey the content clearly.

**Marginal**

(B-, C+, C) A complete presentation but lacking basic clarity or organization.

**Failure**

(F) A poorly constructed or delivered presentation.

**Assessment Task**

Final Quiz (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

The extent to which the student describes knowledge correctly and in integrative ways

**Excellent**

(A+, A, A-) Comprehensive, indepth understandings of the course materials

**Good**

(B+, B) Adequate understandings of the course materials

**Marginal**

(B-, C+, C) Some understandings of the course materials

**Failure**

(F) Fail to demonstrate basic understandings of the course materials

**Part III Other Information****Keyword Syllabus**

Entrepreneurship, business planning, strategic management, valuation, fundraising, financial planning

**Reading List****Compulsory Readings**

| Title |                                                                                               |
|-------|-----------------------------------------------------------------------------------------------|
| 1     | Hisrich, R., Peters, M., & Shepherd, D. (2023). Entrepreneurship ISE (12th ed.). McGraw Hill. |

**Additional Readings**

| Title |     |
|-------|-----|
| 1     | Nil |