

MGT2324: INTRODUCTION TO ENTREPRENEURSHIP

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Introduction to Entrepreneurship

Subject Code

MGT - Management

Course Number

2324

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's 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 the student with an understanding of the various schools of thought on entrepreneurship developed across the past 100 years. Enable the student to appreciate the processes through which entrepreneurs come to be. Develop the student's ability to situate the place entrepreneurs take in the larger world of business and management.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Define entrepreneurship and understand the essential concepts of entrepreneurship	10	x	x	x
2	Analyse the role of entrepreneurs, their sources of opportunity as well as evaluate economic and behavioural aspects of entrepreneurship	20	x	x	x
3	Compare and contrast between entrepreneurs as idea generators and capitalists as sources of funds	20	x	x	x
4	Justify the factors that promote or inhibit entrepreneurial and intrapreneurial activity together with their accompanying resources and risks.	30	x	x	x
5	Identify key values and characteristics of entrepreneurs	20	x	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	Learning through lectures and assigned readings	Student will engage in exploring the concepts and analytical tools in entrepreneurship.	1, 2, 3, 4, 5	2
2	Learning through case studies, group work, supplemented by lectures	Students will engage in structured discussions and participate in the group exercises and group work.	1, 4	3

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group Project Participation in group work and group project	1, 4	40	
2	In-class discussion Performance in discussion in class	1, 2, 4	20	

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

Group Project

Criterion

Ability to work effectively in a team. Demonstrate understanding in entrepreneurship. Analytical skills and creativity.

Excellent (A+, A, A-)

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Assessment Task

In-class discussion

Criterion

Demonstrate understanding in entrepreneurship. Analytical skills and creativity.

Excellent (A+, A, A-)

Student is almost always prepared for class with relevant class materials. Student is almost always punctual and attends full-time. Student almost always contributes to class by offering ideas and asking questions more than once per class. Contribution is meaningful and inspiring.

Good (B+, B, B-)

Student is frequently prepared for class with relevant class materials. Student is frequently punctual and attends full-time. Student frequently contributes to class by offering ideas and asking questions once per class. Contribution is sensible.

Fair (C+, C, C-)

Student is occasionally prepared for class with relevant class materials. Student is occasionally late to class and leaves early. Student occasionally contributes to class by offering ideas and asking questions. Contribution is minimal.

Marginal (D)

Student is almost never prepared for class with relevant class materials. Student is almost always late to class and leaves early. Student almost never contributes to class by offering ideas and asking questions. Contribution is lacking.

Failure (F)

Not attending 70% of classes and lack of participation in class.

Assessment Task

Examination

Criterion

Demonstrate understanding in entrepreneurship. Analytical skills and creativity.

Excellent (A+, A, A-)

Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with the subject matter.

Fair (C+, C, C-)

Evidence of some understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal (D)

Bare familiarity with the subject matter to enable the student to progress.

Failure (F)

Lots of misunderstanding and a lack of knowledge on the key concepts discussed in the course.

Part III Other Information

Keyword Syllabus

What is entrepreneurship
Entrepreneur characteristics
Opportunity and idea generation
Business model and business plan
Entrepreneurial processes
Market consideration
Competitors and value proposition

Financials and funding
Growth of new venture

Reading List

Compulsory Readings

Title	
1	Bruce R. Barringer, & R. Duane Ireland. 2015. Entrepreneurship: Successfully Launching New Ventures. Pearson.
2	Bill Aulet. 2013. Disciplined Entrepreneurship: 24 Steps to a Successful Startup. Wiley.
3	Alexander Osterwalder, & Yves Pigneur. 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Wiley.
4	Other required readings, articles, and online resources specified by the instructor.

Additional Readings

Title	
1	Nil