

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: Bachelor of Arts (Honours) in Personal Finance and Bachelor of Education (Honours) (Business, Accounting and Financial Studies); all undergraduate programmes
Programme QF Level	: 5
Course Title	: Entrepreneurship and Small Business Management
Course Code	: IBS3151
Department	: Social Sciences and Policy Studies
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course Level	: 3

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

Entrepreneurship plays a significant role in the economy through stimulating business start-ups, providing employment opportunities, and nurturing a culture of innovation and creativity in society. Throughout this course, participants will be provided opportunities to examine the nature and the context of entrepreneurship as well as the issues related to the management and growth of small business. In addition, students are equipped with skills and knowledge to develop plan for a start-up business.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁ Examine the nature and importance of entrepreneurship and small business in society
- CILO₂ Describe the roles of the entrepreneur and the environment for entrepreneurship
- CILO₃ Acquire the essential skills and knowledge for entrepreneurial start-up
- CILO₄ Identify the critical issues related to small business start-up and management
- CILO₅ Develop plan for a start-up business

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Nature and importance of entrepreneurship and small business, e.g. innovation, wealth creation, contribution to employment and economic development, ethical and social responsibilities	CILO ₁	Lecture, group discussion, exhibition, seminar
Who is the entrepreneur? Their key attitudinal and behavioural characteristics, skills and knowledge required	CILO _{2,3,5}	Self-evaluation test, case study, group discussion
Entrepreneurial environment in Hong Kong, China	CILO _{2,4}	Information search, presentation, group discussion, lecture
Key considerations in business start-up: grasping market opportunities, nurturing creativity and innovation, soliciting venture and human capital, forming the entrepreneurial team	CILO _{2,3,4,5}	Brainstorming exercises, discussion, lecture, case study
Managing a small business: managing people and finance, managing time, and managing growth and crisis	CILO _{3,4}	Lecture, case study, guest lecture
Ways of ending a venture: liquidation, selling the business, bankruptcy and succession.	CILO _{4,5}	Lecture, case study
The business plan: its scope and value, key components, and information required	CILO _{2,3,4,5}	Group-based activities for business planning, illustration, discussion; directed studies for business plan writing

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) <u>A Critical Analysis of Entrepreneur</u> Students are required to identify an entrepreneur and his/her business. Students are required to analyse the personal attributes of the entrepreneur and the key characteristics of the entrepreneurial venture, the context affecting the entrepreneur's choice for an entrepreneurial career, and the issues that the entrepreneur comes across in managing and growing his/her business. Students are also required to have a reflection on their finding and analysis on entrepreneurship and small business management.	50%	CILO _{1, 2, 4}
(b) <u>A New Business Venture Proposal</u> Students are required to form group to propose a new business venture proposal. They will be guided to develop the proposal through determining the opportunities, analyzing the environment, defining the goals, planning and evaluation.	40%	CILO _{3, 4, 5}
(c) Students have to present the findings and recommendations to the class.	10%	CILO _{3, 4, 5}

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

☐ **Not Permitted:** In this course, the use of generative AI tools is not allowed for any assessment tasks.

☒ **Permitted:** In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Scarborough, N.M & Cornwall, J. (2018). *Essentials of entrepreneurship and small business management* (9th ed.). Upper Saddle River: Pearson.

7. Recommended Readings

Blackwell, E. (2011). *How to prepare a business plan*. (5th ed.). London: Kogan Page.

Bornstein, D. & Davis, S. (2010). *Social entrepreneurship: what everyone needs to know*. New York: Oxford University Press.

Burns, P. (2016). *Entrepreneurship and Small Business: Start-up, Growth and Maturity* (4th ed.). London: Macmillan Education.

Drucker, P.F. (2011). *Innovation and entrepreneurship: Practice and principles* (Rev ed.).

- Abingdon, Oxon: Routledge.
- Hisrich, R.D., Peters, M. and Shepherd, D.A. (2013). *Entrepreneurship*. (9th ed.). New York: McGraw-Hill.
- Kuratko, D.F. (2014). *Entrepreneurship: Theory, process, practice* (9th ed.). Mason, Ohio: South-Western Cengage Learning.
- Molloy, T. (2011) *Entrepreneurship and positive attitudes for the road to business success* [electronic resource]. Upper Saddle River, N.J.: FTPress.
- Molloy, T. (2011). *Entrepreneurship and integrity* [electronic resource]. Upper Saddle River, N.J.: FTPress.
- Santos, S.C. (2017). *The emergency of entrepreneurial behavior: Intention, education and orientation*. Northampton, MA: Edward Elgar Pub.
- Spinelli, S. & Adams, R. J. (2016). *New venture creation: Entrepreneurship for the 21st century* (10th ed.). Dubuque, IA: McGraw-Hill Education.
- Wagner, M. (ed.). (2012). *Entrepreneurship, innovation and sustainability*. Sheffield: Greenleaf Pub.

8. Related Web Resources

- Bplans.com (<http://www.bplans.com/index.cfm>)
- Getting Start (<http://smallbusiness.yahoo.com>)
- Global Entrepreneurship Monitor(<http://www.gemconsortium.org/>)
- SME Centre of Trade Development Council (<http://sme.tdctrade.com/>)
- US Small Business Administration (<http://www.sba.gov/>)

9. Related Journals

- 信報
- 香港經濟日報
- 企業雄才
- 資本雜誌
- Fortune* (<http://money.cnn.com/magazines/fortune/>)

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the Policy on Academic Honesty, Responsibility and Integrity (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

11. Others

Nil

Dec 2025