

ET5131 VENTURING INTO ENTREPRENEURSHIP

Course Code	ET5131
Course Title	Venturing into Entrepreneurship
Pre-requisites	NIL
No of AUs	3
Contact Hours	Workshop sessions: 13 sessions x 3 hours / session = 39 hours Total Hours: 39 hours

Course Aims

This course aims to provide you with a fundamental understanding of entrepreneurship, encompassing the entrepreneurial process from both a process perspective and a method perspective, entrepreneurial mindset, business model, cultural intelligence, and effective communication in the entrepreneurial setting. You are expected to not only acquire the important knowledge, but also develop essential competencies that are most relevant and applicable for problem solving in the real-life entrepreneurial environment. Such skills include business model design, entrepreneurial opportunity evaluation, business feasibility analysis, entrepreneurial resource management, team building, customer development, and competitive strategy formulation. The acquisition of these skills is highly motivated and driven by an entrepreneurial mindset. You will learn what the entrepreneurial mindset is and how to develop such a mindset and the related attitudes. Meanwhile, through this course you will learn cultural intelligence and understand why it is highly relevant to entrepreneurship. For example, cultural intelligence enhances an entrepreneur's ability to understand, adapt to, and effectively navigate cultural diversity. It facilitates a global market understanding, relationship building, adaptation to local contexts, management of diverse teams, and the stimulation of innovation and creativity. You will learn how to leverage cultural intelligence to capitalise on entrepreneurial opportunities presented by the interconnected and multicultural world.

In this course, you will work in a team to investigate classic entrepreneurial cases and real-life entrepreneurial opportunities and challenges, conduct feasibility analysis, and present your team's findings in the class as well as in a written report. By immersing in activities relevant to entrepreneurship and value creation in this course, you will be highly motivated to learn the entrepreneurship knowledge, discover your entrepreneurial passion, develop an entrepreneurial mindset, and build related competencies.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Understand the essential theories and concepts of entrepreneurship and explain the relevant entrepreneurial phenomena and the paradoxes.
2. Understand the entrepreneurial process from both a process perspective and a

method perspective.

3. Be aware of the importance of the entrepreneurial mindset and start to develop such a mindset and the related attitudes.
4. Develop and apply entrepreneurial key competencies such as opportunity identification, resources management, and team building.
5. Develop and apply entrepreneurial skills including business model and feasibility analysis, customer discovery, and customer development.
6. Conduct industry analysis and formulate competitive strategies.
7. Acquire an essential understanding of cultural intelligence and learn how to leverage cultural intelligence to capitalise on entrepreneurial opportunities in a dynamic multicultural world.
8. Develop effective written and oral communication skills to present findings, ideas, and proposals.

Course Content

The course covers the following key topics:

1. Fundamentals of Entrepreneurship
2. The Entrepreneurial Process and Method
3. The Entrepreneurial Mindset
4. Business Model
5. Entrepreneurial Opportunity
6. Customer Development
7. Entrepreneurial Resources
8. Entrepreneurial Leader and Team
9. Competitive Strategies
10. Cultural Intelligence
11. Applying Cultural Intelligence in Entrepreneurship
12. Effective Communication