

Entrepreneurship 1001: Building Your Own Future (ENTR 1001)
Fall 2021-2022

HKUST Teaching Team

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Office hours: By appointment

Class Meetings: Wednesday & Friday 1:30pm – 2:50pm

Please join the Zoom meeting through the Canvas course site

Course Overview

Being an entrepreneur does not necessarily equate to starting a business. It is a perspective that allows one to learn to see opportunities, embrace risks and take action. This quality is especially called for in these changing and challenging times.

This course introduces key mindsets and skill-sets to students who are interested in embarking upon an entrepreneurial journey. In this course, accomplished entrepreneurs will share their personal lessons and insights. In addition, students will have opportunities to gain hands-on experience and work with peers across disciplines.

This is a common core course, students from all disciplines are welcome and no previous entrepreneurial experience or business training is needed. This course also counts towards the Minor Programme in Entrepreneurship.

Intended Learning Outcomes:

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

- Enhance team-building skills and cultivate the willingness to take risks and learn from failure
- Gain hands-on experience in running an online business
- Increase awareness towards career design and appreciate alternative paths as innovators and entrepreneurs
- Appreciate technological innovations and their opportunities, impacts and benefits to the society
- Increase knowledge on design thinking and its application on problem-solving

Arrangements of online classes

- Please be on time. You are expected to be present throughout the entire class time with a 5-minute grace period.
- Please find a suitable environment and functional device for the class. Our recommendations:

- Find a well-lit and quiet environment
- Ensure there is a stable internet connection
- Fully charge your laptop and plug into a power source
- Have functioning headphones (with microphone preferred; please be sure to charge them if they are Bluetooth connected) and a functioning web camera
- Test your cameras, headphones/speakers and microphone before class starts and prepare for an extra headphone as backup
- You are expected to turn on your video throughout the class time
- Mandatory Office hours: each team needs to meet with TA/instructors at least once before midterm and once before the final
- Communications: Canvas messages or email will be our main ways of communicating off class. If needed, you are welcome to schedule office hours with instructors/TAs.
- Zoom resources:
http://cei.ust.hk/files/public/good_practices_for_students_learning_in_zoom.pdf

Learning materials

1. Recommended Reading:

Ries, E. (2017). The Startup Way: How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-term Growth: Currency.

Stross, R.E. (2013). The launchpad: Inside Y Combinator. New York, NY: Portfolio/ Penguin.

2. Resources:

Miro <https://miro.com> (Please sign up for MIRO as it is required for this course)

Notion: <https://www.notion.so/>

G Suites <https://gsuite.google.com/>

Canva <https://www.canva.com/>

Team Formation

You may form your own teams following all the criteria. Each group is made up of 5-6 members from different backgrounds and strengths. Please be respectful and kind to one another. A free-riding reporting system is in place for groups with such issues. Please consult TAs for such issues.

Weekly Schedule

Week	Date	Topic
Week 1	Sep 1	Introduction
	Sep 3	Course Outline Walkthrough
Week 2	Sep 8	Business Model

	Sep 10	Speaker: Prof. Erwin Huang
Week 3	Sep 15	Facebook Co-developed Workshop 1: Customer Journey Mapping & Business Funnel
	Sep 17	Facebook Co-developed Workshop 2: Content Marketing
	Sep 19	Team Building Session (Science Park)
Week 4	Sep 24	Speaker: Tony@Shoptline
Week 5	Sep 29	Facebook Co-developed Workshop 3: Ad Placement
Week 6	Oct 6	Facebook Co-developed Workshop 4: AB Testing
	Oct 8	Mid-Term Guidance
Week 7	Oct 13	Mid-Term Presentation
	Oct 15	Speaker: Serena@CLP
Week 8	Oct 20	Facebook Clinic Session
	Oct 22	Competitor Research
Week 9	Oct 27	Impact Mapping/ Sustainability
	Oct 29	Speaker: Exodus
Week 10	Nov 3	Team Time
	Nov 5	Speaker: Social Enterprise Summit
Week 11	Nov 10	Pitching & Scaling
	Nov 12	Final Guidance
Week 12	Nov 17	Social Innovation
	Nov 19	Speaker: Prof. Albert Ko
Week 13	Nov 24	Final Presentation
	Nov 26	Finale

Assessment Summary

Individual Assessment	45% in total	Due Date
Attendance	10	Multiple Dates
Team Building Workshop Attendance	1*	Sep 19
Reflection	10 + 2*	Multiple Dates
Personal Development Journal	15	Dec 3
Business Model Analysis	4	Sep 17
Peer Evaluation		
Mid-Term	3	Oct 20
Final	3	Dec 1
Team Assignment	55% in total	Due Date
Shop Set up	2	Sep 20
Market Research:		
- Customer Journey Mapping + Funnel	4	Sep 29
- Business Model Canvas	3	Oct 1
- Competitor Analysis	3	Oct 29
Content Marketing	5	Oct 6
AB Testing		
- Report 1	5	Oct 27
- Report 2	7	Nov 17
Mid Term:		
- Presentation	7	Oct 13
- Deck	4	Oct 12
- Mandatory Office Hour	2	Oct 12
Final Shop Presentation:		
- Presentation	7	Nov 24
- Deck	4	Nov 23
- Mandatory Office Hour	2	Nov 23

* stands for extra credits