



澳門大學

UNIVERSIDADE DE
MACAU

Centre for Innovation

2nd SEMESTER 2017/ 2018

CICR 350 – Innovation and Entrepreneurship

Prerequisite: None

This is a hand-on course that integrates the concepts and skills that can be developed in other accounting and finance courses. However, they are not pre-requisite. Knowledge in marketing, business law, management, and strategy also be helpful. Knowledge in technologies, such as, big data, Internet finance, and AI will also be helpful. We expect students with different backgrounds will find this course be useful and interesting. We will let students with different background to form teams together to fill different positions in an early-stage company, such as, CEO, CTO, CFO, COO, etc. This course emphasizes the soft skills that include the presentation and team work. Also, students with analytical skills and application development skills are critical to the success of the project teams that they need to be able to explain their innovative ideas and their approach in implementation and commercialization of their products or services. At the end of the semester, each group of students need to develop a business plan and the prototype of their product or service. A road show will be conducted to conclude the course.

Credits: 3-credit course

LECTURE SCHEDULE

Instructor	Class	Day	Time	Room
Jerome Yen	001	Mon/Thu	11:30 am - 1:00 pm	E12-G020



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INSTRUCTOR'S CONTACTS

E-mail	Office	Phone no.	Office Hours
jeromeyen@umac.mo	E22-3042	8822 4858	16:00-17:00(Mon/Thu)

ASSISTANTS' CONTACTS

Rachel WANG	Office	Office Hours
<u>mb55029@umac.mo</u>	N6-2030	14:30-17:30(Mon/Thu)

OPTIONAL TRIP

Site-Trip to Zhuhai or some else place will be arranged to meet successful innovators. Students should cover the costs of the trips by themselves.

REQUIRED TEXTBOOK

Top 10 Trends in Banking in 2016 What You Need to know
Deloitte Innovation Summit 2016 Innovation, well-being and quality of life

CLASS MOODLE SITE

As a student in this class you have access to the class Moodle site. You should bookmark this page. This is where I will post important announcements, the syllabus, lecture outlines, assignments, forms, and other class information. You should check the class web site several times a week.

COURSE OVERVIEW

The course teaches students how to develop breakthrough products and services, conduct entrepreneurial marketing, protect intellectual property, prepare business plan, and prepare for the roadshow, etc., to foster the future entrepreneurs of Macau community. The course also brings them up with the basic entrepreneurial knowledge and enables students to learn the process of creating a new innovation-based venture.



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This course will use both case studies and lectures to map the framework, including business planning, skillset building, and investor pitching. The class is arranged into lectures and tutorials. Lectures provide the knowledge that students needed when launching a new venture. Tutorials offer cases and samples in analyzing the product, market, strategy for the ventures.

During the classes, students will group themselves to start companies, considering market segmentation, technology viability assessment, competitive positioning, life-cycle planning, organizational strategy, sales channel analysis etc. The practical exercise provides students with experience so that they can be more familiar with starting a new venture after finishing the course requirement.

COMMON GOALS AND LEARNING OUTCOMES

Course Goals

1. To identify and apply the elements of entrepreneurship and to entrepreneurial processes.
2. To recognize the importance of entrepreneurship on economic development and identify the profile of successful entrepreneurs and their characteristics.
3. To develop the entrepreneurial spirit, the social responsibility, and the ethics in their roles as entrepreneurs.
4. To analyze the business environment, identify the business opportunity, and generate the venture idea creatively.
5. To find the needed technologies or applications to fulfill the venture idea.
6. To acquire the needed resources and guidance to support the new venture creation process.
7. To write a business plan and conduct roadshow for creating a new venture.
8. To generate and apply a growing strategy for the new venture.
9. To develop capital budgeting plan that includes selection of capital sources, cost of capital, leverage, and option policy.
10. To know how to acquire resources for growth from Macau community.

Course Learning Outcomes



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1. LO-1 – Students will be able to acquire and apply the working knowledge of the principles of entrepreneurship, and eventually create a sound business' dynamics through identifying, and commercializing business ideas and innovation.
2. LO-2 – Students will be able to identify, acquire, and utilize the available resources to start new ventures, demonstrate the ability to integrate values into processes, and leverage strategic views for running the company as a system.
3. LO-3 – Students will be able to know how to manage and grow new ventures, understand the most effective strategies for utilizing innovations, and set the organization through leadership.

COURSE EXPECTATIONS

Examinations

The assignment and exam are based to test whether students are familiar with the various analysis when launching a company and whether they can present the idea confidently. In that case, the entrepreneurship course in UM has no questions-based midterm and final exam. The grade is evaluated by pop quiz, assignment, business plan and the performance of presentation as a form of roadshow.

Absences

Mid-term examination, projects and presentations of other courses are not valid reasons for skipping class. Besides, no late assignments will be accepted. A student who is absent without applying for leave of absence from a course for more than 20% of its scheduled teaching periods in the aggregate will not be allowed to take the final examination and will receive a failing grade for this course.

Classroom Courtesy

- 1) Turn off cell phones and other electronic devices with sounds.
- 2) With diversity of background, there will undoubtedly be differences of opinion and perspective. You are not required to agree with your classmates. However, you are required to treat your classmates and instructor with respect and courtesy.
- 3) Be punctual is a virtue, I would encourage you come to the class on time. If you are late, you may lose the grade for the in-class assignment/quizzes if I start with these



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activities.

4) Class time is important time and I believe that it deserves your full attention, **please do not text message, use Facebook, check email, carry on conversations, etc., while class is going on.** Everyone will benefit when we make the best possible use of our class time together.

Academic Integrity (A Simple Reminder)

Academic dishonesty will not be tolerated.

If you are found to have committed any act of academic dishonesty such as cheating on examinations, submitting work of other students as your own, creating false data or plagiarism, your grade will be severely affected. Other possible consequences include academic probation, a notation of cheating on your university transcript, or dismissal from the university.

You can refer the university policy regarding student dishonesty (<http://www.umac.mo/reg/UMCalendar/%286%29GR-RHSAD.pdf>).

ASSESSMENT AND GRADING POLICY

Assignment	40%	
Pop quiz / Participation	10%	
Group project	50%	
includes	Midterm presentation	10%
	Final presentation	20%
	Final BP	20%

SURVIVAL SKILLS FOR UNIVERSITY LIFE

Surviving university life can be a challenge for many students. The Student Affairs Service (SAS) and other units on campus provide ample opportunities for students to enhance their learning experience. Please refer to the *Handbook for New Local Students* available at http://www.umac.mo/student_life.html to access the student handbook and get acquainted with the services (CREW, workshops, counselling, and



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more) available on campus.

STUDENT DISABILITIES SUPPORT SERVICE

The University of Macau is committed to providing an equal opportunity in education to persons with disabilities. If you are a student with a physical, visual, hearing, speech, learning or psychological impairment(s) which substantially limit your learning and/or activities of daily living, you are encouraged to communicate with your instructors about your impairment(s) and the accommodations you need in your studies. You are also encouraged to contact the Student Disability Support Service of the Student Counselling and Development Section (SCD) in Student Affairs Office, which provides appropriate resources and accommodations to allow each student with a disability to have an equal opportunity in education, university life activities and services at the University of Macau.

To learn more about the service, please contact SCD at scd.disability@umac.mo, or 8822 4901 or visit the following website:

http://www.umac.mo/sao/scd/sds/aboutus/en/scd_mission.php.

TENTATIVE LECTURE SCHEDULE

As schedule attached.

WEB-BASED ASSIGNMENTS

As schedule attached shows. Please submit assignments before 23:59 on the due date.