

Entrepreneurship 1001: Building Your Own Future

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Everyone can and should be an entrepreneur.

Entrepreneurship does not necessarily mean owning a business, but **ownership** of one’s academic, professional and personal development in this ever changing world. With this belief, HKUST put together one of the first undergraduate level entrepreneurship courses in Asia - Entrepreneurship 1001: Building Your Own Future. As a **common core** class, this course welcomes all students from different levels and majors. This also serves as a required course for Entrepreneurship minors.

Teaching is hard. Teaching entrepreneurship may even be harder.

Therefore, instead of conventional teaching, an environment where students are allowed and encouraged to explore and make mistakes is curated. An innovative student-centered course design is developed to meet this unique challenge.

Entrepreneurship | Skill Sets | Mindset | Experiential Learning | Purposeful Reflection

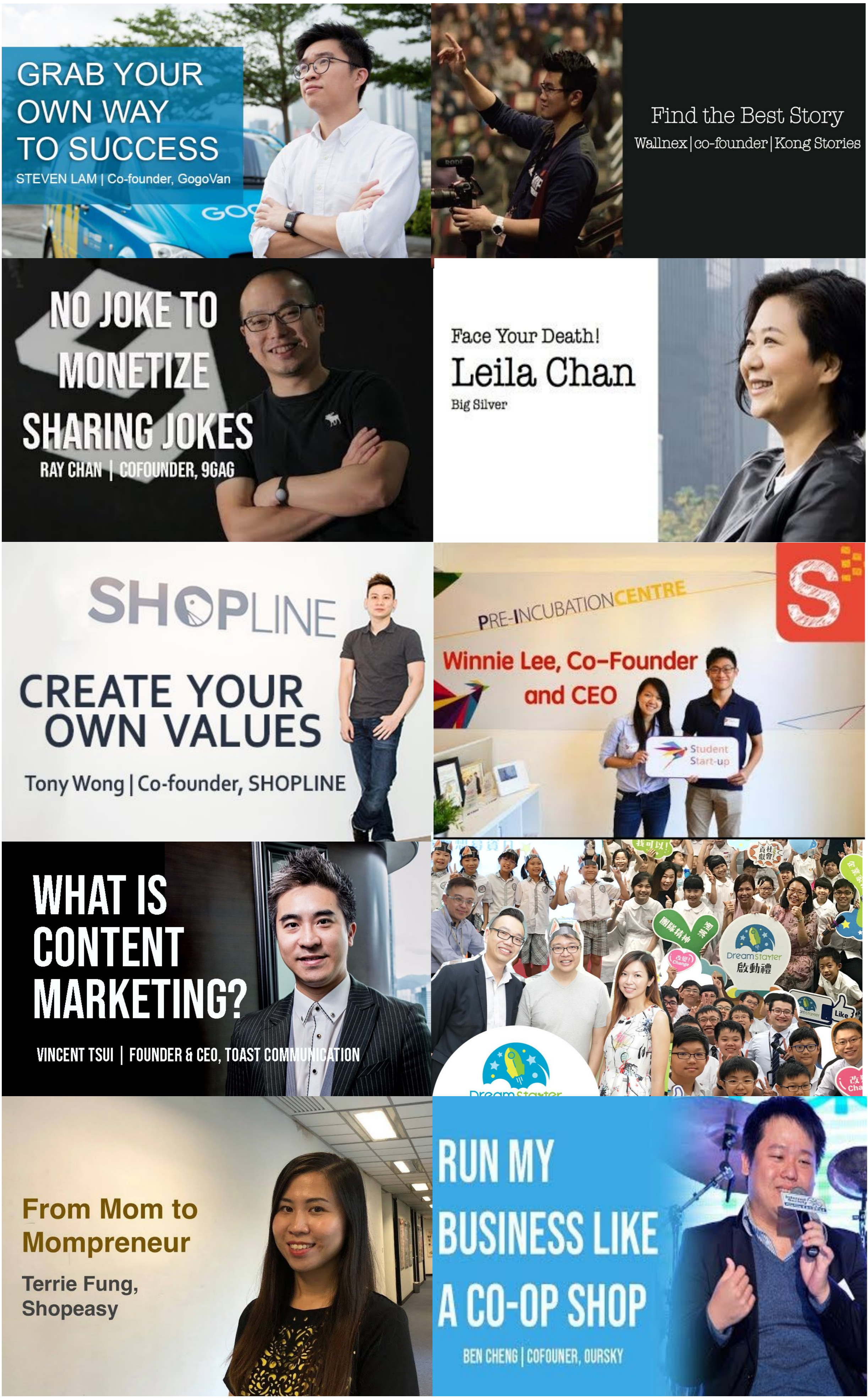
Mindset x Skill Sets

To instill entrepreneurial mindset and skill sets, weekly workshops and speaker series are an integral part of this course.

Hard skills taught include microinfluencer marketing, arbitraging, and software prototyping. These topics are paired with actual application or exercises to bridge theories with practice.

Entrepreneurial mindset is equally, if not more, important. With themed and strategically facilitated discussions, students witness entrepreneurship comes in all shapes and forms, and develop a deeper appreciation of key entrepreneurial characters such as integrity, perseverance and curiosity.

Distinguished Entrepreneur Speakers



Testimonials

"This Shenzhen was really **eye-opening** for me. It is the first time for me to have a whole day visiting trip which is outside classroom."

"If you got an idea, without any design being also okay, you can **go straight to the factory** and they can also involve and participate in the design and production processes. "

"I strongly recommend students from any discipline to take this course. Not just for the experience, but also for **self discovery**, of how you yourself can do to **disrupt the current status quo**."

Key Concepts Learned



Experiential Learning X Purposeful Reflection

Similar to real life entrepreneurs, students are the **drivers of their own learning journey**.

They are required to start and run an online shop for a semester, and close deals with **real customers and real money**. From ideation to execution, from marketing to customer service, they learn how to be an entrepreneur by actually being one.

Design thinking is another key element in this course. Students will work on proposing a hardware or software solution to a social problem.

Most work are done in groups. Communications, leadership, negotiation, decision making are key to success in this course, and most importantly, in their future learning journey. They are guided to **reflect purposefully** when a milestone is reached.

Reflective journaling is a critical component in encouraging students **make sense of their learning experience** through looking retrospectively and inwardly.

Results

A survey and a focus group were conducted after our first pilot.

Feedback were overwhelmingly positive with comments such as finding this course practical, "**accessible and enjoyable**," and allowing them to "**get a taste of the real entrepreneurship**."

Some students from the previous semester have continued their partnership as teammates and further develop their shop under the **mentorship** of Professor Huang.

This semester (Fall 18'), six out of eight teams decided to continue growing their businesses after this course.

Shenzhen Trip



A day in Shenzhen is also incorporated for a broader view of entrepreneurship. Students are commissioned to solve a social problem with hardware prototyping and thus get to know the infamous **Silicon Valley of hardware**.

