TEMG4970C T&M Asia Business Plan Competition Syllabus
Summer term, 2023-24

1. GENERAL INFORMATION

Course Title:	TEMG4970C T&M ABPC: "Asia Business Plan Competition in Singapore" with NUS & NTHU
Course credits:	3 credits
Classroom:	Room 5619 Lift 31-32
Instructor:	Betty LIN, Associate Professor of Interdisciplinary Education
Email:	BettyLin @ UST .HK
Phone:	3469-2235
Office & office hours:	Academic Concourse Room 4366 – by appointment
Class meeting time:	3 weeks in Summer term, 9am to 9pm with partner universities
Course exclusion(s):	N/A
Course enrollment:	Students use SIS to request "instructor consent" along with latest transcript and CV. After receiving consent, students can proceed with "course enrollment". If the course requires traveling overseas, it will be exclusively for T&M-DDP students. If held at HKUST, it will be open to all students with priority given to T&M-DDP students and >20% seats reserved for others.

2. COURSE DESCRIPTION

ABPC (Asia Business Plan Competition) is modelled after the long-running IBPC (International Business Plan Competition) for partner universities from within the Asia Pacific region. ABPC is a reginal platform for 48 undergraduate and postgraduate students from NUS Singapore, NTHU Taiwan and HKUST Hong Kong to showcase their unique talents in innovation and entrepreneurship.

The purpose of the ABPC is to create an opportunity for aspiring young students from Asia to work in a multicultural environment to develop an innovative startup business plan leveraging advance technology and business strategies to impact human living conditions. The pedagogy of this experiential course relies on participating universities to prepare students with Lean Launchpad, Business Model Canvas, Go-to-Market strategies, and research deep tech to solve this year's competition challenge.

This is a blended learning course with pre-trip workshop, online learning, self-study assignments, and 11 full days of intensive residential period where students are assigned teammates from other countries, conduct field research, and receive daily coaching by faculty and industry subject matter experts. Activities include company visits, master workshops, mentoring, teamworking across cultures, and pitching practices. After the competition, there is time for celebration, networking, and local cultural exploration. Students should expect to commit 8 to 12 hours per day in a highly intensive, competitive, and demanding environment. Some information will be gathered from primary sources in the local language while all discussion, planning and presentations will be conducted in English for an immersive international culture experience.

Participating universities rotate being the hosting university. For 2024 July, the event host is the School of Computing of the National University of Singapore.

3. CASE CHALLENGE & CONTEXT

(Case challenge statement and context will be released 30 days prior)

4. COURSE GRADE (example)		
Assessment Methods	**Description**	**Weight (%)**
Class participation	Class attendance and discussion contribution	10%
Homework assignments	Individual and Group assignments for project preparation and interim solution development	35%
Final proposal	Final consulting report, mock-up's and presentation delivery	40%
Peer assessment(s)	Several anonymous performance feedback by teammates	15%
	Total	100%

5. COURSE SCHEDULE

1. Day -30: Pre-trip workshop and commence secondary research on industry landscape.
2. Day 1: Wed July 3rd, Departure in the morning. Event registration.
3. Day 2: Thu July 4th, Kick Off Briefing & Welcome Ceremony.
4. Day 3: Fri July 5th, Company Visit & Master Workshop.
5. Day 4: Sat July 6th, Mentor Launchpad.
6. Day 5: Sun July 7th, Discover Singapore.
7. Day 6: Mon July 8th, Company Visit, Master Workshop & Mentor Launchpad.
8. Day 7: Tue July 9th, Company Visit, Master Workshop & Mentor Launchpad.
9. Day 8: Wed July 10th, Mentor Launchpad.
10. Day 9: Thu July 11th, Pitch Practice Submission.
11. Day 10: Fri July 12th, Final Presentation and Banquet Dinner.
12. Day 11: Sat July 13th, Debrie.

Please refer to CANVAS for actual class meeting plan: https://canvas.ust.hk/courses/TEMG49733/

6. COURSE POLICY (regarding plagiarism, copyright, academic honesty, attendance, etc.)

Cheating, plagiarism, sharing assignments when it is market individual, and violation of IP rights will not be tolerated and may result in notification to Dean of Students. Student conduct and academic integrity will comply with those set at the university level. https://registry.hkust.edu.hk/resource-library/academic-integrity

1. <u>Attendance</u>: Please be punctual. Late arrival by more than 5 minutes or early departure will be marked as absent unless student notifies instructor at least 24-hour in advance with evidence of legitimate reasons via email.
2. <u>Participation</u>: Active participation is required and is an important part of the grade. Students are required to make at least one suggestion, comment, or question per class meeting. This can be done in person, or online via Zoom chat.
3. <u>Beeping devices</u>: mobile phones and other beeping devices need to be turned off or put on silent mode. Portable computers, laptops and tablets are allowed so long as they do not lead to inappropriate behavior and disturbance.
4. <u>Video recording</u>: recording may be arranged by the School and the Instructor. Any other recording (photo, audio recording or video) is strictly prohibited. Lectures are the copyright property of the instructor. Any recording can only be produced with the express consent of the instructor.
5. <u>Exam:</u> There will be no make-up exam. Unexcused absence will result in zero grading for that test. Students are advised to contact the instructor prior to week3 to negotiate schedule conflicts with other courses, especially during mid-term time.
6. <u>Course materials and handouts</u>: Course materials will be posted on the University's CANVAS, please check the website on a regular basis for new postings. Lecture handouts are the copyright property of the instructor and are provided for the sole use by students enrolled in

7. INTENDED LEARNING OUTCOMES

T&M Dual-degree Program's Intended Learning Outcomes

1. P-ILO1: Adopt an inter-disciplinary approach to tackle complex real-world problems
2. P-ILO2: Communicate effectively with people of different levels and work areas
3. P-ILO3: Transfer acquired knowledge to meet changes and challenges in different fields
4. P-ILO4: Engage in activities that lead to impact of social improvement
5. P-ILO5: Have the ability to create and innovate with divergent thinking
6. P-ILO6: Be able to apply technical and business skills in an integrated manner in problem-solving
7. P-ILO7: Be a leader in the field of technology management and innovation, and entrepreneurship

TEMG4970 Course Intended Learning Outcomes

1. Improve awareness of latest trends in target tech sector and business applications (P-ILO 1, 2, 4, 6)
2. Improve ability to apply Lean Launchpad Startup business planning (P-ILO 6, 7)
3. Improve public speaking and investor pitching (P-ILO 3)
4. Improve global culture appreciation and cross-culture teamwork (P-ILO 2, 5)