

Applied Learning (Senior Secondary Level)

2016-18 Cohort

Item	Description
1. Subject Title	Entrepreneurship for SME
2. Course Provider	School of Continuing and Professional Studies, The Chinese University of Hong Kong
3. Area of Studies/ Course Cluster	Business, Management and Law/Business Studies
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <ul style="list-style-type: none"> (1) outline the Hong Kong business environment and identify the risk and reward of running a business; (2) apply knowledge and skills in developing a business plan and an implementation plan; (3) demonstrate an understanding of the operation of a business; (4) observe business ethics and demonstrate positive values and attitudes towards social responsibility; (5) demonstrate effective communication and problem-solving skills via practical and business on-site learning experiences; and (6) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure

Stage 1: Planning (69 hours)

<p>1) Preliminary Business Proposal (36 hours)</p> <p>A Unlimited entrepreneurship possibilities</p> <ul style="list-style-type: none"> • Entrepreneurship D.N.A. • Mental preparation for setting up a new business • The new economy • Eight entrepreneurship elements <p>B Social responsibilities and SME</p> <ul style="list-style-type: none"> • Issues on social responsibilities • Responses to social responsibilities • Business ethics and environmental factors <p>C Marketing research and preliminary business plan</p> <ul style="list-style-type: none"> • Marketing and marketing research • Preliminary business plan for new enterprises
<p>2) Feasibility Study (21 hours)</p> <ul style="list-style-type: none"> • Feasibility study process on preliminary business plan • Analytical models • Preparation of formal business plan
<p>Workshops & Field Visits (12 hours)</p>

Stage 2: Implementation (72 hours)

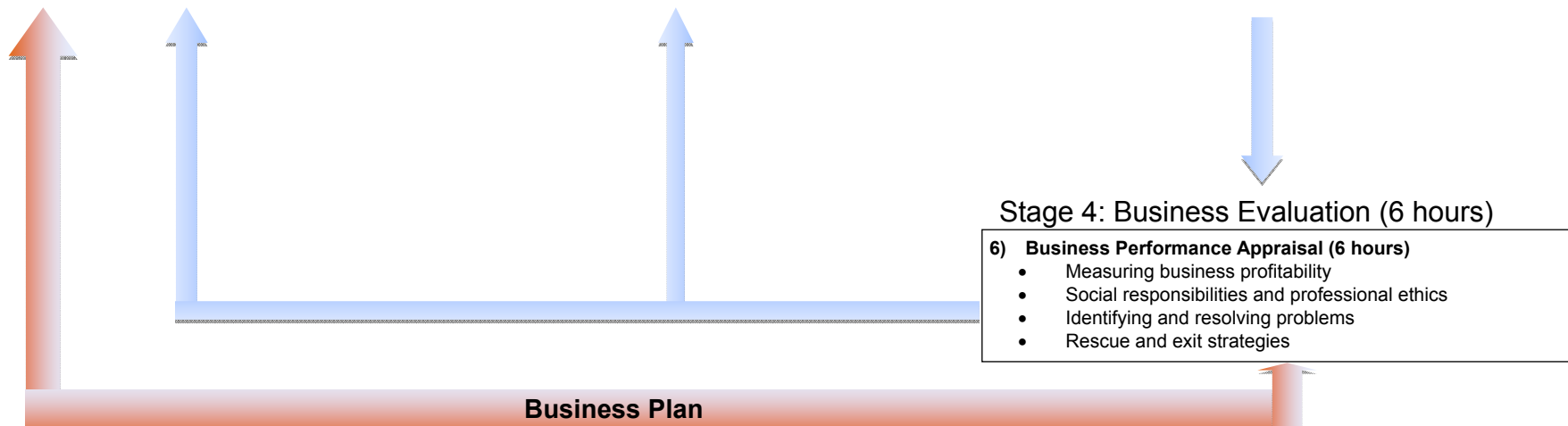
<p>3) Business Entity : Contexts (22 hours)</p> <ul style="list-style-type: none"> • Forms of business ownerships • Funding and financial requirement analysis • Business premises and production site
<p>4) Business Entity: Contents (24 hours)</p> <ul style="list-style-type: none"> • Intellectual properties • Management team • Technical skills and knowledge • Licensing and regulations
<p>Workshops & Field Visits (26 hours)</p>

Stage 3: Operations (33 hours)

<p>5) Key Business Functions (21 hours)</p> <p>A Operations</p> <ul style="list-style-type: none"> • Production process • Quality in service • Customer care <p>B Marketing</p> <ul style="list-style-type: none"> • Marketing knowledge of 7P • Develop market and retain customers <p>C Human resources and office administration</p> <ul style="list-style-type: none"> • Staffing process • Business documents management <p>D Accounting and finance for SME</p> <ul style="list-style-type: none"> • Credit facilities and banking services • Good accounting practice
<p>Workshops & Field Visits (12 hours)</p>

Stage 4: Business Evaluation (6 hours)

<p>6) Business Performance Appraisal (6 hours)</p> <ul style="list-style-type: none"> • Measuring business profitability • Social responsibilities and professional ethics • Identifying and resolving problems • Rescue and exit strategies



7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses

