

Applied Learning (Senior Secondary Level)

2016-18 Cohort

Learning and Teaching

Subject Title : **Entrepreneurship for SME**
Area of Studies : **Business, Management and Law**
Course Provider : **School of Continuing and Professional Studies,
The Chinese University of Hong Kong**

In Entrepreneurship for SME, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in entrepreneurship and business management.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures on the overview of the entrepreneurial activities and SMEs in Hong Kong) and eye-opening opportunities to experience the complexity of the context (e.g. visits to Support and Consultation Centre for SMEs (“SUCCESS”) and related supporting organisations, and talks by professionals of different expertise).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. construction of questionnaire for customer preference survey, capital rationing techniques for allocation of funds, and selection of shop sites involving simulated business operations).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate innovation and entrepreneurship (e.g. developing a facilities layout plan for their chosen business ventures for specific operational needs). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. when developing a business plan, students need to define the business objectives, analyse the capital budgets, calculate the returns of the firm and prepare a start-up and operation proposal).

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Curriculum Pillars of Applied Learning in Context – Entrepreneurship for SME

Upon completion of the subject, students should be able to:

- outline the Hong Kong business environment and identify the risk and reward of running a business;
- apply knowledge and skills in developing a business plan and an implementation plan;
- demonstrate an understanding of the operation of a business;
- observe business ethics and demonstrate positive values and attitudes towards social responsibility;
- demonstrate effective communication and problem-solving skills via practical and business on-site learning experiences; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. Career-related Competencies

- identify business opportunities and develop a feasible business plan;
- recognise different resources required to achieve business goals;
- collect and consolidate information so as to carry out a specific task;
- outline the key operations of a new business; and
- evaluate the business performance and propose measures that enhance competitiveness.

2. Foundation Skills

- demonstrate effective communication skills in both oral and written forms in group discussion, presentation and report writing;
- apply numeracy skills in analysing, interpreting, and presenting the data collected; and
- use the Internet and IT skills in conducting information search for decision making purposes.

3. Thinking Skills

- identify problems and make informed decisions in running the business;
- generate creative ideas for promoting the sale of products; and
- review and analyse the effectiveness of business operation by qualitative and quantitative methods.

4. People Skills

- appreciate the importance of team work in the business environment; and
- demonstrate interpersonal skills in dealing with fellow students in doing project.

5. Values & Attitudes

- recognise the importance of business ethics and social responsibility in business;
- demonstrate positive attitudes and manner in group work and social settings; and
- reflect and adapt to the challenges of a fast changing business world.