

MGT204 ASIAN ENTREPRENEURSHIP & INNOVATION

MODULE RATIONALE

This module serves to inculcate in the students an entrepreneurial style of strategic management; especially in the Asian context. It is meant to enhance the creative and profitable use of resources which may often be readily available to an entrepreneur. The entrepreneurial principle at the core of this module include: the search of opportunity, managing innovation and driving change. Entrepreneurial ventures are innovating and creating new products and services at a rate never witnessed before. Hence, it is important that students are thoroughly introduced to the entrepreneurial process. Furthermore, around one-third of new firms fail within the first two years and another 20 percent fail within 4 years of their launching. These failure rates suggest that students must be aware of the importance of feasibility studies, effective business plans, sound execution plans, proper financing and solid business ideas. Special emphasis is placed on opportunity recognition and idea generation.

MODULE SYNOPSIS

This module looks into developing, planning, financing and launching new enterprises. Students will have an in-depth understanding on how entrepreneurs create and develop successful business ventures. Students will be exposed to the issues involved in developing business plans, identifying business opportunities, managing successful corporations, and the relevant processes involved in setting up a new venture.

The module covers the following areas:

The concept of entrepreneurship and characteristics of successful entrepreneurs, innovation and creativity, methods to conduct feasibility analysis, elevator speech, concept of business models, the importance of industry analysis, the issues involved in funding new ventures, growth strategies, franchising, ways to write a proper business plan, stakeholders of new ventures; and the various business forms that new ventures can adopt.

AIMS OF THE MODULE

In general, students will gain meaningful insights into the realm of entrepreneurship. This is achieved by enhancing their understanding the significance of idea generation and innovation which are the seeds for entrepreneurship. It is hoped that students will be inspired to pursue an exciting career by setting up their own ventures in the near future.

Upon completion of this module, students should be able to:

- Understand the strategic issues and intellectual skills required to lead the entrepreneurial business planning processes;
- Fully comprehend the factors that drive successful entrepreneurial ventures in the Asian context; and

- Know what makes certain business activities entrepreneurial and innovative and how to judge or measure success and failure in the management of such activities.

In addition, the assessment activities and assignments are meant to enhance the following transferable skills:

- Creativity
- Entrepreneurship
- Presentation skills
- Analysis and critique skills
- Information gathering and independent learning

TEACHING & LEARNING STRATEGIES

The teaching /learning strategy for this module has been designed to ensure that the overall learning outcomes will be acquired. Several forms of teaching strategy would be employed to provide maximum participation among students. These include lectures, group discussions, case studies and student presentations.

CREDITS

- 4-6 units

MODE OF DELIVERY

- Lectures (3 hours)
- Tutorials (2 hours)
- 3-4 seminars on special topics
- Field trips to selected areas which reflect the content, objectives and its learning outcomes to reflect entrepreneurship in the Asian context
- Country visit to Vietnam (Ho Chi Minh City) or another destination
- Placement with selected firms or institutions

VENUE: ELM Business School, Room (TBC)

KEY TOPICS

Session	Topics
1	Introduction to Entrepreneurship
2 & 3	Creativity and Recognizing Opportunities
4	Feasibility Analysis
5	Business Models

6	Industry Analysis
7	Business Plans
8	Funding for New Ventures
9 & 10	Growth Strategies
11	Franchising
12	Managing Teams and Stakeholders of New Ventures
13	Legal Forms

Note: The sequence may be subject to change.

SEMINAR TOPICS

(to be confirmed)

Seminar	Topics
1	
2	
3	

ASSESSMENT

International

- One (1) Assignment (2000 words) – 40%
- Placement Report (1000 words) – 20%
- Reflective Report (1500 words) & Presentation – 40%
(presentation component – 10%)

Malaysian

- Two (2) Assignments of 2000 words each with a value of 30% each
- Reflective Report (1500 words) & Presentation – 40%
(presentation component – 10%)

Country Visit

Ho Chi Minh City or another Southeast Asian destination

Fieldtrips

1. **Brickfields, Kuala Lumpur:** Gentrification and Navigating Urban Space
Colonialism & ethnic enclaves; cosmopolitanism,, gentrification and contested space.
2. **Sekinchan (Selangor):** The cultural production of space
Chinese community in rural Malaysia; fishing and agriculture as identity
3. **Malacca:** Hysterically historical
History and identity; commodification of heritage and cultural self-invention

Placements

Students will be informed of their placements and briefed by the module leader.
Applicable only to International students.

Readings

There is no one text which covers all aspects of this module. Students are encouraged to read from a variety of sources apart from the selected readings provided. Specific references will be provided in class.

It is a good idea to supplement and update the provided materials by reading current newspapers and periodicals. Browsing through the contents pages of the journals is a great way of finding unexpected valuable angles on the issues. As with all sources you should treat items posted on the web critically. **Beware Wikipedia!** Entries vary drastically in their reliability. **Do not use for citation.**

Cabin Crew

Dr. Kishen Adnani is a Senior Lecturer at the Department of Business Studies, HELP University. He obtained his first degree in Computer Science (UPM). He did his Masters at Nottingham Trent University and his thesis was on the antecedents of distance and online learning in Malaysia. He earned his DBA at HELP University and his area of research was on philanthropic behaviour among SME business owners. His teaching and research interests include Entrepreneurship, Operations Management, International Business Management, Retail Management and Project Management. He also supervises students' dissertation projects in the area of marketing, CSR and entrepreneurship. He has been in the education industry for more than 15 years. Prior to this, he has a wide working experience in the areas of information technology and finance. He is an ardent supporter of environmental issues and believes in being a minimalist. He loves singing but needs to pay others to hear him sing.

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