

PMBA2337 Entrepreneurship, Creativity And Innovation

March 7-April 23 (every tue and fri evenings except [April 5 and Mar25](#)) 12 sessions plus April 23 long Sat session

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Grades:

- Class participation: 48 marks max; for each class: 1=attendance; 2=at least two comments/ questions; 3=one “excellent” comments/questions; 4=two “excellent” comments/ questions
- Business case presentation: 40 marks max; 4-5 students per team; 20 marks for interim presentation; 20 for final presentation
- Short paper: 12 marks max

Course overview

Most MBA courses teach you how to manage a major corporation. This course is about how to manage a startup, the first ten yards of the race. Many corporate executives still find this course surprisingly useful; it rekindles their entrepreneurial spirit and reenergize the big corporation. We uses the “five dynamics of entrepreneurship”, a new teaching framework pioneered by the Centre for Asian Entrepreneurship and Business Values at the Hong Kong University. Although this is not a “how-to” course, it is immensely practical because the “five dynamics” draw heavily from real-life entrepreneurial experiences. We will bring some of these entrepreneurs to share their experiences and perspectives, including Po Chung, co-founder of DHL International, the largest international courier in the world, Malcolm Au, founder of the largest bakery manufacturer in China, Kam Leong, formerly president of Asia’s largest air-conditioner business, and several other younger entrepreneurs.

Many classes start with a real-life case and an in-depth discussion on the case. The wrap up lectures will relate the case back to one of the five dynamics. There will also be plenty of learning opportunities through class exercises and the team business plan development project. My hope is that each of you will get to understand what it takes to be a successful entrepreneur.

About the lecturer

Dr Saimond Ip is leading the Centre for Asian Entrepreneurship and Business Values, a new centre in the Hong Kong University dedicated to the teaching and promotion of entrepreneurship. Dr Ip is a seasoned entrepreneur himself. He co-founded and led five

entrepreneurial businesses, including a technology company listed on the Stock Exchange of Hong Kong. Dr. Ip taught many entrepreneurship courses for MBA students in the last few years and he attended the prestigious PriceBabson College Fellows Program Symposium for Entrepreneurship Educators (run by the top entrepreneurship business school in US).

He received his PhD in Management Systems from Cambridge University, UK. He spent 6 years with the leading management consulting firm, McKinsey & Co., advising local Chinese and multinational CEO's on many strategic, organizational, and operational issues in Greater China. He is currently the CEO of OnePort Limited, an information services provider for the logistics industry. OnePort is a JV between the leading container terminal operators in Hong Kong.

Course outline

1. ***A coffee break with an investor.*** Team exercise and role-play.
Lecture: ***Introducing the five dynamics:*** personal operating system, product/services, business tools, garage team, culture/environment.
Lecture: ***Third dynamics: business tools*** “sales is the missing toolkit”
2. Case: ***Securities online (Babson College; Jeffrey Timmons). Invest or not?***
Lecture: ***Second dynamics: product/services*** “compelling distinctive proposition” “knowledgeable about the product”
3. Guest lecturer: ***Po Chung, co-founder, DHL International*** sharing his own entrepreneurial story and delivering the lecture on ***Core dynamics: the founder's personal operating systems*** “Repellent characters destroy trust” “Minimum root qualities required”
4. Case: ***Heather Evans (HBS Case 9-384-079).***
Lecture: ***Fifth Dynamics: culture/environment*** “Stay lean and mean to survive” “The entrepreneur as the patriarch of the tribe”
5. Real-life entrepreneur sharing I ***Malcolm Au, founder of the largest bakery manufacturer in China, Kam Leong, formerly president of Asia's largest air-conditioner business***
6. Lecture: ***Creativity, Innovation*** and Design in Entrepreneurial Management
Third dynamics: business tools “Design as the core entrepreneurial skill”
The art of what works. Commercializing Innovation.
7. ***Business plan interim presentation*** and discussions focusing on the second dynamics: product/service offering and third dynamics: business tools (particularly on selling and design skills)
8. Case: ***Grand Junction (Stanford Case SB186). Sell or IPO?***

Lecture: *third dynamics: business tools* entrepreneurial finance; what venture capitalists want?

9. Case: *ICEDELIGHTS (HBS Case 9-898-196)*.

Lecture: *Fourth dynamics: Garage team* “Scalable, multi-tasking team”
“The power of a shared vision”

10. Real-life entrepreneur sharing II: a couple of younger entrepreneurs

11. Case: *Steven B. Belkin (HBS Case 9-383-042)*.

Lecture: *Revisit the core dynamics: the founder’s personal operating system*

12. Mini-cases and movie clips. Wrap up discussions on the five dynamics.

13. Final team business plan presentation (long session).