

Project Title : Professional Development Platform for Innovation and Entrepreneurship

Leading University : City University of Hong Kong

Participating UGC-funded University(ies) : The Chinese University of Hong Kong, The University of Hong Kong

Project Leader(s) : Dr Hongyi Sun, Department of Systems Engineering and Engineering Management, City University of Hong Kong

### **Layman Summary of Proposal**

Innovation and entrepreneurship are commonly regarded as the driving forces of economic growth and the development of employment opportunities. However, innovation education is a relatively new and highly complex discipline. Research and experience show that creativity, innovation and entrepreneurship are interrelated but different, and accordingly they must be integrated in a multidisciplinary process. Exactly how this multidisciplinary process can be taught at a university and how it can be related to the practical field are urgent topics in entrepreneurship education and professional development worldwide.

The aim of this project is to develop a web-based professional development platform for innovation and entrepreneurship. The platform will focus on innovation and entrepreneurship disciplines but its scope is much broader than a conventional online education platform since it will move education to practice. Its main objectives as well as uniqueness are as follows:

First, the platform is particularly for innovation and entrepreneurship education instead of being generic like MOOC or EDX. Second, not only will university education and professional development materials be uploaded to the platform website, but upstream education will be expanded to embrace professional development. Teachers and students will join the platform both to learn and to further their professional development by simulating a start-up company. Third, the platform will be designed as a virtual global social network to provide teachers and students with the opportunity to establish a wider team with collaborators outside the

university, with a view to expanding the platform to the public in the future. Fourth, the platform will be advisory in nature, as successful entrepreneurs will be invited to play the role of advisors to give student teams practical experience, which teachers at the university may not be able to provide. Fifth, the platform will also simulate investment matching by investors. Finally, the proposed platform will initially be implemented in an official course on innovation and entrepreneurship (GE1204) at City University of Hong Kong, and then gradually rolled out to students and teachers in other universities and to the general public.

There are quite a few platforms available for online teaching of separated courses, but an integrated professional platform for simulating teaching and learning innovation and entrepreneurship from the academic, social networking, industry advisory, investment matching, intellectual property (IP) protection, has yet to be developed. The proposed platform has the potential for development into a real-life platform for start-up companies in the long run, to build Hong Kong into an international hub of IP trading and technology commercialisation.

### **Layman Summary of Final Report**

Innovation and entrepreneurship are commonly regarded as the driving forces of economic growth and the development of employment opportunities. The aim of this project was to develop a web-based professional development platform for sharing innovation and entrepreneurship education and practice. The platform focused on innovation and entrepreneurship disciplines but its scope was much broader than a conventional online education platform since it was a platform for students, teachers, industries from Hong Kong, Taiwan, Mainland China as well as other countries to learn and share innovation and entrepreneurship.