

HONG KONG BAPTIST UNIVERSITY
Task Force on Research Student Training Framework

Research Student Development Activity

1. Activity Title

ENTR1007 - Strategic Planning for Business Design to Market Success

2. Offering Department/ Unit

KTO

3. Target Student Group (e.g. All students, Research Postgraduate students)

All students

4. Delivery Method (e.g. workshop, lecture, seminar)

Online lecture

5. Duration & Total No. of Hours (e.g. 2 hours per session per week for 3 weeks = Total 6 hours)

Around 1 hr and 25 mins training + time of assignments

6. Aims & Objectives

This online entrepreneurship training module, launched by the Knowledge Transfer Office (KTO), is designed for inventors and innovators seeking practical guidance on strategic planning and market entry for their business.

Through this course, students will learn how to present ideas, build and validate a business model, use design and validation tools, develop go-to-market and sales plans, set marketing budgets, and understand key terms and performance metrics.

7. Expected Development Outcomes or Knowledge/Skills Attainment

To learn how to validate a business model and deliver a concise, metrics-driven go-to-market plan and pitch.

8. Expected Graduate Attributes Attained

[Input will be sought after the University completes the review process]