

HKUST Pre-University Program 2026

Program Name: ENTREPRENEURSHIP & INNOVATION: TRANSFORMING IDEAS INTO VENTURES (PREU 2501)

Program Period: July 20-24, 2026

Instructor: Prof. Joon Nak CHOI (JC)



HKUST Pre-University Program
Undergraduate Recruitment and Admissions Office



		20-Jul	21-Jul	22-Jul	23-Jul	24-Jul
		Monday	Tuesday	Wednesday	Thursday	Friday
09:30-11:00	Topic	Orientation	Introduction: What is Entrepreneurship? Innovation?	Making a Business Case	Go-To-Market Strategies	Student Team Pitches
11:15-12:45	Topic		Origins: The Silicon Valley Model	Research & Business Model Validation	Lecture	Wrap-up Lecture & Certificate Distributions
12:45-14:00	Lunch					
14:15-15:45	Topic	Social Activity	Workshop / Seminar	Social Activity	Financial Modeling	Leadership Forum and Closing Ceremony
16:00-17:30	Topic		Workshop / Seminar		Stakeholder Analysis & Crafting a Pitch	
Notes: This is the preliminary program itinerary, and the final itinerary will be shared two weeks prior to the start of the program. The content above is subject to change without notice. Students should regularly check the website and their email for any updates.						