



010851 Entrepreneurship

Course Code	010851		Course Name	Entrepreneurship	
Instructor	Dr Xu Tao		Other Teachers	TBA	
Course delivery	Lectures	Seminars	Guest Speakers	Group Activities	Field Trip(s)
	√	√	√	√	√
	Tutorials	Projects	Pitch(es)	Presentations	Outreach Workshop
	√	√	√	√	Optional
Total Hours	54 in-class contact hours + Self Study Hours This course is worth 6 ECTS points.				

Course Description

This course diverges from the traditional definition of entrepreneurship in that it believes that innovations are created in the learning process and can be “engineered” to ensure higher chances of success in the market. Existing ideas are often taken and realised through constant improvement and refinement making it equally capable of succeeding compared with a completely nouveau idea. This unit will consist of several components which include the search of new ideas and the reconstruction of these ideas in turning them into project proposals and the application of methodologies. Practical classes will be complementing theoretical material and through combined learning, students will become more informed about the increasingly important role of technology, market patterns, and global influences. Key concepts and case studies will be used to aid students in the learning of those theories.

Brief Schedule and Topics

1. Introduction to entrepreneurship with a global vision
2. The entrepreneurial process
3. Creativity, idea generation, and opportunity analysis
4. Business planning and learning to create a sustainable competitive advantage;
5. Lean Startup methodology
6. Entrepreneurial finance
7. How to Pitch your Venture
8. Partnering and marketing
9. Clusters and innovation networks
10. Organisational architecture and entrepreneurial leadership
11. Risks and challenges associated with entrepreneurship
12. International Entrepreneurship and Ethics

Learning Objective

By the end of this course you should be able to:

- Provide students with both the conceptual and practical tools necessary for the effective management of innovative projects;
- Help students develop general reasoning and logical thinking principles to enable them to competently take on an entrepreneurial project of their own;
- Allow students to identify how the most effective way to present their business plan and improve the chances of success;
- To provide practical information on how to make optimum use of the tools, methods and any opportunities of interest in projects.

Requirements

The course is a course designed for students from all academic disciplines to get an insight into entrepreneurship development. It is open to undergraduate students.

Reference Books

Timmons, Jeffry A., Gillin, L. M., Burshtein, S., and Spinelli, Stephen Jr. (2011). New Venture Creation: Entrepreneurship for the 21st Century – A Pacific Rim Perspective, 1st Edition. McGraw-Hill Irwin.

Course materials (including lecture notes, supplementary readings and solutions to assignment questions) are handed out during the class.

Assessments

Assessments in this course include:

Class participation marks (10%)

which encourage students to actively participate in discussions. It also includes one individual business pitch (10%) and one team business pitch (10%), both with 3 minutes limit. and followed by the group New venture business plan submission (20%) and peer evaluation (20%). A final exam needs to be completed in the set time.

2 minutes limit Business pitches (20%)

Teams will perform their 2-minute live pitch in order in front of the class and guests.

New venture business plan (group)(30%) +Business plan presentation (group)(20%)

Students will be allocated into groups to complete a group project relating to course topics. They are required to work collaboratively with each other to complete this task and present it to the class through a speech.

A new venture business plan for implementing entrepreneurial activities in a globalised and competitive is to be developed, with:

- 5 pages maximum in A4,
- 12 point Times New Roman font
- Single line spacing
- Late submission will attract a penalty of 10% of the total weighting of the assessment task. A 10% deduction applies for EACH late day and the assessment will not be accepted after 5 working days. Extensions will only be granted upon the basis that there is reasonable medical evidence of illness or any other extreme circumstances that the university may place under consideration. Under no circumstances will extensions be granted for work or any other commitments. A request for an extension must formally be submitted to the lecturer in writing prior to the due date, in accordance with the university's assessment policies. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

Peer evaluation (individual)(20%)

Peers in the team are evaluated based on the following criteria:

- Attendance and participation;
- Attitude and Willingness to contribute;
- Time management;
- Quality of contribution.

Detailed Daily Schedule (TBC)

Topic (tentative)	Description	Activities
Introduction to entrepreneurship with a global vision	Identifying key entrepreneurial characteristics, attitudes, characteristics and behaviour in the regional and global environment; Theories of firm dynamics and entrepreneurial processes & models	Introduction; Lecture/seminar; Development and Communication; Group formation
Creativity, idea generation, and opportunity analysis	Identifying potential business opportunities; Licensing & IP; Creativity and innovation- translating ideas into business and learning to articulate them in different forms	Lecture/seminar; Case Studies ; In Class Activities;
Business planning and learning to create a sustainable competitive advantage;	Global value chains; Writing and presenting effective business plans; Finding and sourcing the right resources; Making effective use of resources in optimising efficiency	Lecture/seminar; Case Studies ; In Class Activities; Find a mentor
Lean Startup methodology	Customer Discovery & Business Model Canvas; Business Model Validation; Minimum Viable Product and Quantitative Validation	Lecture/seminar; Case Studies ; In Class Activities
Entrepreneurial finance	Finding Investors and dealing with other key stakeholders; venture capital, IPO, FDI, SIV and the financial markets	Lecture/seminar; Case Studies ; In-Class Activities
Moving from R&D to Operations	<ul style="list-style-type: none"> - Involving Customers and Suppliers in the Process - Tools for Improving the New Product Development Process, Stage-gate process - Quality Function Deployment – The House of Quality - Design for Manufacturing - Tools for Measuring New Product Development Performance - Managing Innovation Across Borders - Structure of New Product Development Teams 	Lecture/seminar; Case Studies ; In Class Activities
How to Pitch your Venture	Pitching your idea to investors	Lecture/seminar; Case Studies; In-Class Activities

Partnering and marketing	Organisational architecture and entrepreneurial leadership; Sourcing and outsourcing; Marketing and Branding; International market entry process	Lecture/seminar; Case Studies ; In Class Activities; Business pitch (20%)
Clusters and innovation networks	Clusters Introduce Innovation & Entrepreneurship Centres in China and Worldwide	Field trips: Seminars; Meet with mentors in person
Risks and challenges associated with entrepreneurship	Growth, Risks, exit strategies, and harvesting your business; Challenges associated with entrepreneurship	Lecture/seminar; Case Studies ; In-Class Activities; Business plan presentation (20%)
The legal environment	Business Law and Government Regulations ; Intellectual property	Lecture/seminar; Case Studies ; In-Class Activities
International Entrepreneurship and Ethics	Entrepreneurship in Global markets; Ethics and corporate social responsibility	New venture business plan submission (30%); Peer Evaluation (20%)

Content is subject to change.

Academic Integrity and Policies

[Tongji University Academic Policy](#) for international students makes reference to the Academic Policy for Undergraduates (Issuing on 20th, June 2005) and Academic Policy for Postgraduates.

Academic Integrity

Students are expected to uphold the university's academic honesty principles, which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Tongji University in all programmes of study, including non-graduating students. It is to reinforce the University's commitment to maintaining integrity and honesty in all academic activities of the University community.

Policy

- The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University.
- The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
- Academic dishonesty affects the University's reputation and devalues the degrees offered.
- The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:
 - Expulsion;
 - Suspension;
 - Zero marks/ fail grade;
 - Marking down;
 - Re-doing/re-submitting of assignments or reports; and
 - Verbal or written warning.