



## 2130229 Entrepreneurship

<b>Course Code</b>	2130229	<b>Course Name</b>	Entrepreneurship	
<b>Instructor</b>	Tao Xu	<b>Guest Speaker</b>	TBA	
<b>Course delivery</b>	Lectures	Interactive Seminars	Outreach Workshop	Field Trip(s)
	√	√		
	Tutorials	Projects	Presentations	Group Activities
	√	√	√	√
<b>Academic Credits</b>	This course is worth 7.5 ECTS points.			
<b>Total Teaching Hours</b>	48 hours			
<b>Prerequisite</b>	The course is a course open to postgraduate students from all academic disciplines to get an insight into entrepreneurship development.			
<b>Mode of Teaching</b>	Virtual and In person class options available.			

## Course Description

This course presents students with the entrepreneurial process of distinguishing opportunities and advancing these opportunities to new business ventures.

Students will explore how to examine market dynamics and consumer demands to generate innovative ideas. Students will bring together their knowledge from different backgrounds and team up to launch the new venture through crafting business plans and pitches. 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.

By the end of this course, students should have an understanding of the processes required to successfully launch and operate an entrepreneurial venture.

## Brief Schedule and Topics

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

## Learning Objective

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

- Analyse information and apply insights to new venture formation, towards productive leadership of such process.
- Explain different approaches to identifying entrepreneurial opportunities in the context of socially inclusive prosperity.
- 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 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.

In light of the significant uncertainty surrounding the COVID-19 pandemic, this course offers both virtual and In person class options.

- To provide practical information on how to make optimum use of the tools, methods and any opportunities of interest in projects.
- Demonstrate an understanding of the inherent uncertainties in the process of new venture formation as these apply across a range of domestic and international settings.

## Requirements

The course is a course open to postgraduate students from all academic disciplines to get an insight into entrepreneurship development.

## 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 participate in discussions actively;
- One individual business pitch (20%) and one team business pitch (20%), both with 3 minutes limit;
- Group New venture business plan submission\* (30%); and
- Peer evaluation\* (20%).

### \*New venture business plan (group)

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.

### \*Peer evaluation (individual)

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

- Attendance and participation;
- Attitude and Willingness to contribute;
- Time management;

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- Quality of contribution.

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## Detailed Daily Schedule (TBC)

Topic (tentative)	Activities
Introduction to entrepreneurship with a global vision	Introduction; Lecture/seminar; Development and Communication; <b>Group formation</b>
The entrepreneurial mindset	Lecture/seminar; Case Studies ; In-Class Activities
The entrepreneurial process	Lecture/seminar; Case Studies ; In-Class Activities
Design Thinking	Lecture/seminar; Case Studies ; In-Class Activities
Creativity, idea generation, and opportunity analysis	Lecture/seminar; Case Studies ; In-Class Activities
Business planning and learning to create a sustainable competitive advantage;	Lecture/seminar; Case Studies ; In-Class Activities
Lean Startup methodology	Lecture/seminar; Case Studies ; In Class Activities
Entrepreneurial finance	Lecture/seminar; Case Studies ; In-Class Activities
Moving from R&D to Operations	Lecture/seminar; Case Studies ; In-Class Activities
How to Pitch your Venture	Lecture/seminar; Case Studies ; In-Class Activities
Partnering and marketing	Lecture/seminar; Case Studies ; In-Class Activities; <b>Business pitch (20%)</b>
Clusters and innovation networks	Field trips: Seminars; Meet with mentors in person
Risks and challenges associated with entrepreneurship	Lecture/seminar; Case Studies ; In-Class Activities; <b>Business pitch (20%)</b>
The legal environment	Lecture/seminar; Case Studies ; In-Class Activities
International Entrepreneurship and Ethics	<b>New venture business plan submission (30%); Peer Evaluation (20%)</b>

Content is subject to change.

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## 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. Academic achievement is generally evaluated based on work that a student produces independently. If a student fails to observe the standards of academic honesty, he or she could attract penalties and even disqualification from the course in more serious circumstances. All students are responsible for understanding and following Tongji's academic code, which is described below.

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.

Moreover, falsifications in any connection with the academic process such as change of academic transcript violate the code. Misunderstanding the policy is not an excuse for dishonesty. Students who are hesitant about any point of the policy should seek advice from their course instructors or an academic advisor.

This Academic Integrity policy applies to all students of the Tongji University in all programmes of study, including non-graduating students as well as Tongji alums, insofar as it associates with transcripts and other records of work at Tongji. 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:

- i. Expulsion;
- ii. Dismissal;
- iii. Suspension;
- iv. Zero marks/ fail grade;
- v. Marking down;
- vi. Re-doing/re-submitting of assignments or reports; and
- vii. Reprimand.