



浙江大學

MGMT511

**Innovation and Entrepreneurship with a Global
Vision**

MGMT511

Innovation and Entrepreneurship with a Global Vision

Instructor Contact Details

Lecturer-in-charge: TBA

Email: wlwyxy_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University

Consultation Time: to be announced, and by appointment

Teaching Times, Modes and Locations

The Time: TBA

Modes: Online/Face-to-face

Location: Anywhere via online/Huajiachi Campus, Zhejiang University via face-to-face

Academic Level

Undergraduate

Units of Credit

The course is worth 6 units of credit

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long Australian university course.

Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field

trip(s), in-class and after-class activities, revision and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Course Description:

The following course provides students with key concepts essential towards the successful commercialisation of new innovations in both regional and complex global markets. Students are provided with insight into the benefits and challenges that come with entrepreneurship. Students are taught to identify and make good use of potential business opportunities. They are also taught to develop different ways in which they are able to articulate their ideas both professionally and effectively. The course is mainly focusing on for-profit business ventures. Students will be provided with an opportunity to develop critical and analytical skills in seeking out the best business opportunities. Students will also be presented with the common challenges faced by new business ventures and ways to overcome these barriers in successfully launching products on a global scale through awareness of contextual differences. Course orientation is both analytical and managerial. Students will be given insight into different industries across the globe through case studies which illustrate both the some of the success and failures. Seminars and incursions provide students with the opportunity to interact with members of the Youth Entrepreneurship Society of Zhejiang University (YES•ZJU). This is arranged to provide students with hands-on experience and direct interaction with existing entrepreneurs who will be sharing their experiences.

Prerequisite:

N/A

Learning Resources

Timmons, Jeffrey 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. ISBN: 0070277664

Hisrich, R.D., Peters, M.P., and Shepherd, D. (2013) *Entrepreneurship*, McGraw-Hill Irwin, Boston.

Supplementary readings and handouts will be distributed in class.

Learning Objectives

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

Develop problem solving skills and critical thinking abilities through experiential learning activities and case studies.

Describe entrepreneurial characteristics and identify the different types of entrepreneurs.

Identify and evaluate potential business opportunities and ways to articulate these ideas in different forms both professionally and effectively.

Present a range of implications that follow new ventures and ways to minimise threats and risks associated with these type of ventures.

Recommend an appropriate business model and structure for different scenarios presented.

Outline the importance of upholding ethical responsibilities and the importance of corporate social responsibility as entrepreneurs.

From an understanding of global trends that impact on the ways in which international new ventures source their funding, capital and clients.

Course Delivery:

- Online Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, online field trip(s), in-class activities, revision and final exam.
- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and others sessions will be run during weekdays.

Topics and Course Schedule:

Topic	Activities
Orientation	
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	Lecture; Tutorial
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; Tutorial
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; Tutorial
Modelling traction and momentum Difference between vanity metrics and traction metrics Identifying data to use to measure traction How to communicate momentum internally and externally Typical growth cycles for start-ups	Lecture; Tutorial
How to Pitch your Venture Pitching your idea to investors	Lecture; Tutorial

Seminar	
Lean Start-up methodology Customer Discovery & Business Model Canvas; Business Model Validation; Minimum Viable Product and Quantitative Validation	Lecture; Tutorial
Entrepreneurial finance Finding Investors and dealing with other key stakeholders; venture capital, IPO, FDI, SIV and the financial markets	Lecture; Tutorial
Seminar	
Partnering and marketing Organisational architecture and entrepreneurial leadership; Sourcing and outsourcing; Marketing and Branding; International market entry process	Lecture; Tutorial
Establishing and strengthening culture	Lecture; Tutorial
Clusters and innovation networks	Lecture; Tutorial
Defining the difference between sustaining and disruptive innovation How companies can develop and sustain a capability to innovate	Lecture; Tutorial
Risks and challenges associated with entrepreneurship Growth, Risks, exit strategies, and harvesting your business; Challenges associated with entrepreneurship	Lecture; Tutorial
International entrepreneurship and Ethics	Lecture; Tutorial

Revision	
Final exam	

Assessments:

Class participation	10%
Quiz	20%
Case study	30%
Final exam	40%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

Treatment of material evidences an advanced synthesis of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate

All criteria addressed to a high level

Distinction 75-84

Treatment of material evidences an advanced understanding of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically strong

All criteria addressed strongly

Credit 65-74

Treatment of material displays a good understanding of ideas

Work is well-written and stylistically sound, with a minimum of syntactical errors

All criteria addressed clearly

Pass 50-64

Treatment of material indicates a satisfactory understanding of ideas

Work is adequately written, with some syntactical errors

Most criteria addressed adequately

Fail 0-49

Treatment of ideas indicates an inadequate understanding of ideas

Written style inappropriate to task; major problems with expression

Most criteria not clearly or adequately addressed

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 Zhejiang University in all programmes of study, including non-graduating students. It is to reinforce the University's commitment to maintain 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 mark/fail grade;
 - Marking down;
 - Re-doing/re-submitting of assignments or reports; and
 - Verbal or written warning.

