



浙江大學

MGMT911

**Innovation and Entrepreneurship with a Global
Vision**

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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

Postgraduate

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:

This course is suitable for those who want to build strategic competencies around entrepreneurship and business innovation. It provides both the basics of business innovation and the practical aspects of identifying, evaluating, and advancing business ideas. The course connects current students with innovators, venture capital groups and successful start-up ceos. This dynamic programme integrates much of what is already taught in MBA programmes and gives those with entrepreneurial ambitions the chance to fulfil their dreams. The course covers two main schools of entrepreneurship: start-up creation and business innovation. This course will introduce three specific methods of business innovation: design thinking, open innovation and lean entrepreneurship.

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

Entrepreneurship: Successfully launching new ventures by Bruce Barringer and Duane Ireland, 3rd edn, 2010

Grow from within: Mastering corporate entrepreneurship and innovation by Robert Wolcott and Michael Lippitz

The art of the start: The time-tested, battle-hardened guide for anyone starting anything by Guy Kawasaki

Learning Objectives

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

Understand why entrepreneurship is driving innovation and new ventures - in both the start-up economy and the corporation.

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.

Adopt a global perspective when analysing import and export issues.

Put forward business designs based on international specialization or systems integration.

Become aware of cultural and communication differences across international markets.

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	

What is entrepreneurship, why it matters and how it stimulates growth?	Lecture; Tutorial
Selling the vision	Lecture; Tutorial
Creating traction - Designing an experiment portfolio	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
Entrepreneurial finance Finding Investors and dealing with other key stakeholders; venture capital, IPO, FDI, SIV and the financial markets	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	Lecture; Tutorial

Branding; International market entry process	
Defining culture in start-ups How to develop a cohesive culture in a growing venture Managing communication channels, living values and developing habits that help a venture scale	Lecture; Tutorial
Clusters Introduce Innovation & Entrepreneurship Centres in China and Worldwide	Lecture; Tutorial
How companies can disrupt themselves to create sustained value	Lecture; Tutorial
Risks and challenges associated with entrepreneurship Growth, Risks, exit strategies, and harvesting your business; Challenges associated with entrepreneurship	Lecture; Tutorial
Entrepreneurship in Global markets; Ethics and corporate social responsibility	Lecture; Tutorial
Revision	
Final exam	

Assessments:

Class participation	10%
Quiz	10%
Research and case study	30%
Research	10%
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.

