



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 Times: to be announced, and by appointment

### **Teaching Times and Locations**

The Time and Location: TBA, Huajiachi Campus, Zhejiang University

Lecture sessions include lectures, seminars, field trip(s) as well as in-class activities.

### **Academic Level**

Undergraduate

### **Units of Credit**

The course is worth 6 units of credit

### **Contact Hours**

The course contains a total of 53 contact hours, which consists of an orientation meeting, 13 lecturing seminars, a revision day, a field trip and a final exam. Each seminar is 180 minutes in length, while the field trip is 300 minutes and the final exam costs 120 minutes. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

### **Credit Hours**

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

**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:**

The following course will be taught in English and it will comprise of lectures, tutorials, projects, presentations and group activities. In addition to these, there will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. The course will be delivered within 13 sessions, with each session totaling 3 hours-inclusive of both the lecture and tutorial. These sessions will be running during weekdays, Monday to Friday. Students are expected to engage in class discussions and work cooperatively during group work.

**Topics and Course Schedule:**

<b>Topic</b>	<b>Activities</b>
<b>Orientation</b>	
<b>Introduction to entrepreneurship with a global vision</b> <b>Identifying key entrepreneurial characteristics, attitudes, characteristics and behaviour in the regional and global environment;</b> <b>Theories of firm dynamics and entrepreneurial processes &amp; models</b>	Lecture; Tutorial
<b>Creativity, idea generation, and opportunity analysis</b> <b>Identifying potential business opportunities; Licensing &amp; IP;</b>	Lecture; Tutorial

<b>Creativity and innovation- translating ideas into business and learning to articulate them in different forms;</b>	
<b>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;</b>	Lecture; Tutorial
<b>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</b>	Lecture; Tutorial
<b>How to Pitch your Venture Pitching your idea to investors</b>	Lecture; Tutorial
<b>Seminar</b>	
<b>Lean Start-up methodology Customer Discovery &amp; Business Model Canvas; Business Model Validation; Minimum Viable Product and Quantitative Validation</b>	Lecture; Tutorial
<b>Entrepreneurial finance Finding Investors and dealing with other key stakeholders; venture capital, IPO, FDI, SIV and the financial markets</b>	Lecture; Tutorial
<b>Midterm exam</b>	
<b>Partnering and marketing Organisational architecture and entrepreneurial leadership; Sourcing and outsourcing; Marketing and</b>	Lecture; Tutorial

<b>Branding; International market entry process</b>	
<b>Establishing and strengthening culture</b>	Lecture; Tutorial
<b>Clusters and innovation networks</b>	Lecture; Tutorial
<b>Defining the difference between sustaining and disruptive innovation How companies can develop and sustain a capability to innovate</b>	Lecture; Tutorial
<b>Risks and challenges associated with entrepreneurship Growth, Risks, exit strategies, and harvesting your business; Challenges associated with entrepreneurship</b>	Lecture; Tutorial
<b>International entrepreneurship and Ethics</b>	Lecture; Tutorial
<b>Revision</b>	
<b>Final exam</b>	

**Assessments:**

Class participation	10%
2 minutes Business pitch (group)	10%
New venture business plan presentation (group)	20%
Report submission (group)	40%
Peer evaluation (individual)	20%

### 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 need to be completed in the set time.

### 2 minutes limit Business pitches (10%)

Teams will perform their 3-minute live pitch in order in front of the class and guests.

### New venture 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 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.

Report (group)(40%)

Students will submit a group report to demonstrate their understanding of the business plan. Details of the report requirement will be given in class.

**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.