



浙江大學

**MGMT 511**

**Innovation and Entrepreneurship with a  
Global Vision**

## **MGMT 511**

### **Innovation and Entrepreneurship with a Global Vision**

#### **Instructor contact details**

Lecturer-in-charge: Professor Dong Wu

Email: wudong@zju.edu.cn

Office location: TBA

Consultation Times: to be announced, and by appointment

#### **Teaching Times and Locations**

The Time and Location: TBA and Youth Entrepreneurship Society of Zhejiang University (YES•ZJU)

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

#### **Units of Credit**

The course is worth 6 units of credit, with total of 40 teaching hours.

#### **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. The course is an introductory course designed for students from all academic disciplines and has no prerequisites.

## **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.
- 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:

The course will be taught in English through lectures, seminars, field trips, group activities, student projects, pitches and presentations. 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 16 sessions, with each session totaling 2.5 hours inclusive of both a lecture and tutorial. These sessions will be running during the weekdays, Monday to Friday. The course will be at total 40 hours.

There are two types of sessions – lectures and seminars. The lectures will focus on theories, conceptual models, and the seminars are interactive sessions where the seminar instructor will guide the students to analyse business cases and develop a team based business plan.

### Topics and Course Schedule:

Topics include:

- Introduction to entrepreneurship with a global vision
- The entrepreneurial process
- Creativity, idea generation, and opportunity analysis
- Business planning and learning to create a sustainable competitive advantage;
- Lean Start-up methodology
- Entrepreneurial finance
- How to Pitch your Venture
- Partnering and marketing
- Clusters and innovation networks
- Organisational architecture and entrepreneurial leadership
- Risks and challenges associated with entrepreneurship
- International entrepreneurship and Ethics

Topic	Description	Activities	
<b>Introduction to entrepreneurship with a global vision</b>	Identifying key entrepreneurial characteristics, attitudes, characteristics and behaviour in the regional and global environment; Theories of firm dynamics and entrepreneurial processes & models	Lecture; Case Studies; Group formation	23/12/2019
<b>Creativity, idea generation, and opportunity analysis</b>	Identifying potential business opportunities; Licensing & IP; Creativity and innovation- translating ideas into business and learning to articulate them in different forms;	Lecture; Case Studies; Group discussion	24/12/2019;

<b>Business planning and learning to create a sustainable competitive advantage;</b>	Global value chains; Writing and presenting effective business plans; Finding and sourcing the right resources; Making effective use of resources in optimising efficiency;	Lecture; Find a mentor in YES•ZJU by email;	25/12/2019
<b>Lean Start-up methodology</b>	Customer Discovery & Business Model Canvas; Business Model Validation; Minimum Viable Product and Quantitative Validation	Lecture; Case Studies; Group discussion	26/12/2019
<b>Entrepreneurial finance</b>	Finding Investors and dealing with other key stakeholders; venture capital, IPO, FDI, SIV and the financial markets	Seminars; Case Studies; Group discussion	27/12/2019
<b>How to Pitch your Venture</b>	Pitching your idea to investors	Lecture; Case Studies; Group discussion	02/01/2020
<b>Partnering and marketing</b>	Organisational architecture and entrepreneurial leadership; Sourcing and outsourcing; Marketing and Branding; International market entry process	Lecture; Business pitch (10%)	03/01/2020
<b>Clusters and innovation networks</b>	Clusters Introduce Innovation & Entrepreneurship Centres in China and Worldwide	Field trips: Visit YES•ZJU; Seminars; Meet with mentors in person	07/01/2020
<b>Risks and challenges associated with entrepreneurship</b>	Growth, Risks, exit strategies, and harvesting your business; Challenges associated with entrepreneurship	Lecture; Case Studies; Business plan presentation (20%)	08/01/2020
<b>International entrepreneurship and Ethics</b>	Entrepreneurship in Global markets; Ethics and corporate social responsibility	Lecture; Report submission (20%); Peer Evaluation (20%)	09/01/2020

## **Assessments:**

Assessments in this course include:

Class participation (individual)	10%	Ongoing
2 minutes Business pitch (group)	10%	03/01/2020
New venture business plan presentation (group)	20%	08/01/2020
Report submission (group)	40%	09/01/2020
Peer evaluation (individual)	20%	10/01/2020

### **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**

Demonstration of comprehensive understanding and analysis of learning materials. Work is written with sophistication and eloquence with inclusion of appropriate referencing, clarity, and some creativity where appropriate.

**Distinction 75-84**

Forms a advanced understanding and analysis of learning materials. Work is well-written with high competence and includes appropriate referencing.

**Credit 65-74**

Presents a good understanding of ideas and concepts with the ability to articulate them Well and soundly with a minimum errors.

**Pass 50-64**

Has a satisfactory understanding of ideas which are adequately written and presented.

**Fail 0-49**

Inability to comprehend ideas and concept or address them. Written style inappropriate to the assessments and clearly has difficulties with expression.

**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:
  - o Expulsion;
  - o Suspension;
  - o Zero mark/fail grade;
  - o Marking down;
  - o Re-doing/re-submitting of assignments or reports; and
  - o Verbal or written warning.