



浙江大學

**MGMT911**

**Innovation and Entrepreneurship with a  
Global Vision**

## **MGMT911**

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

#### Instructor Contact Details

Lecturer-in-charge: Jiurong Sun

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Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China

Consultation Time: Book appointment by sending email to: wlwyxy\_29@zju.edu.cn

#### Teaching Times, Modes and Locations

Course Duration: 21 Dec 2025 to 09 Jan 2026

Modes: Face-to-face

Location: Huajiachi Campus, Zhejiang University via face-to-face

#### Academic Level

Postgraduate

#### Credit Points:

The course is worth 6 units of credit point.

#### Credit Hours

The number of credit hours of this course equals to the credits of a standard semester- long 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, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

#### Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

### 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 program integrates much of what is already taught in MBA programs 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, Jeffry A., Gillin, L. M., Burshtein, S., and Spinelli, Stephen Jr. New Venture Creation: Entrepreneurship for the 21st Century – A Pacific Rim Perspective, 1st Edition. McGraw-Hill Irwin 2011
- Bruce Barringer and Duane Ireland, Entrepreneurship: Successfully launching new ventures, 3rd edition, 2010
- Robert Wolcott and Michael Lippitz, Grow from within: Mastering corporate entrepreneurship and innovation, 2009
- Guy Kawasaki, The art of the start: The time-tested, battle-hardened guide for anyone starting anything, 2004

### 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 minimize threats and risks associated with these types 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 analyzing 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 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:

WK	Topic	Activities
1	Orientation	
1	Innovation in Business	Lecture; Tutorial
1	What is Entrepreneurship, Why It Matters and How It Stimulates Growth	Lecture; Tutorial
1	Innovation process: essential definitions, Innovation process: diffusion of innovation, Recognizing Opportunities and Generating Ideas	Lecture; Tutorial
1	Innovation process: current trends in innovation management, Feasibility analysis	Lecture; Tutorial
2	Crafting A Business Plan Business Model Canvas and other useful tools	Lecture; Tutorial

2	In-class Test	Closed book
2	Developing an Effective Business Model, Innovation ecosystems	Lecture; Tutorial
2	Building A Start up Team Innovation ecosystems	Lecture; Tutorial
2	Entrepreneurial Finance, Innovation assessments & impact: role of failure	Lecture; Tutorial
3	Ethic and Corporate Social Responsibility	Lecture; Tutorial
3	Innovation assessments & impact: ways to improve innovation results	Lecture; Tutorial
3	Achieve Sustainable Growth	Lecture; Tutorial
3	Revision	Tutorial
3	Final exam	Close book

#### Assessments:

Class participation	15%
In-class Test	15%
Assignments	20%
Final exam	50%

#### 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 programs 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.

