北京理工大学学术学分课程

BIT Academic Credit Courses Program

MGMT230 - INNOVATION AND ENTREPRENEURSHIP

Syllabus

Jun. 28 – Jul. 16, 2021

Term Duration: Jun. 28 – Jul. 16, 2021
Credit Points: 4
Level: Undergraduate
Instructor Name: TBA
Home Institution: Beijing Institute of Technology
Lecture Hour: 12:30-15:30

Course Description

In this course, students will get to examine the path from discovery to market and understand important concepts that are encountered in the process, including issues of intellectual property, product development, company structure and decision making, marketing, sales, and customers. Students will also gain basic skills related to entrepreneurship that will supplement knowledge gained in their individual disciplines to assist in the transition to a future career, whether working for themselves or for others.

Topics will cover: 1) identifying and assessing opportunities to launch an entrepreneurial project; 2) methodology and techniques in the startup process; 3) developing a professional and effective way to articulate the ideas and pitch the ideas to other investors; 4) innovations and entrepreneurial ventures and risk taking; 5) business arithmetic: costs, income statement; cashflow projections, taxes; 6) resource mobilization: human, capital and other resources.

There's a careful balance between teaching and learning, individual study and group work. Case study methodology and class-based discussions are used to strengthen conceptual, analytical and problem-solving skills and there are regular seminars by external expert speakers.

Course Aims:

Upon successful completion of this course, students should be able to:

1. know the more relevant theoretical models and the key concepts of entrepreneurship, new business formation and innovation.
2. know the new business creation process: from the idea identification through the entrepreneurial project.
3. be able to identify and understand the different resources necessary for the development and progression of any business.
4. know the characteristics of a successful entrepreneur and how to identify, acquire, and implement personal disciplines and behaviors.
5. understand and apply knowledge acquired during the course to carry out an entrepreneurial project.

Language of Instruction

English

Required Textbook

Material provided by lecturer

Course Hours

This course requires 48 hours of contact including 42 hours of lectures and one 6-hour field trip. Lectures are from Monday to Friday.

Prerequisite Course

Students are expected to have taken **Introduction to Management** or other introductory courses in Management. It will also help if students have taken basic courses in Marketing.

Course Schedule

Week	Day	Chapter	Topic	Assignment/ Notes
Week 1	Day 1	Introduction	Entrepreneurship: Concept, Functions, Need and Importance; Process of Entrepreneurship	
	Day 2	Introduction	Entrepreneurial Characteristics, Values, Attitudes and Motivation; Ethical Entrepreneurship	Group discussion
	Day 3	Creativity and Innovation	Generation of Ideas; Feasibility Study; Opportunity Assessment; Business Plan	Presentation: present effective business plans
	Day 4	Methodology	Lean Startup; Business Model Canvas	Case study: explain the case with BMC
	Day 5	Methodology	Value Proposition Canvas	Team Work: analyze an organization's Value Proposition
Week 2	Day 6	Problem Solving	Innovations and Entrepreneurial Ventures; Risk Taking; The Role of Technology/Social Media in Innovation	Group discussion: Barriers to Entrepreneurship
	Day 7	Entrepreneurial Finance	Investors and other stakeholders; Venture Valuation and Funding	
	Day 8	Business Arithmetic	Costs: Start up, Variable and Fixed; Income Statement; Cashflow Projections; Taxes	Project work
	Day 9	Pivoting and Iterating	The Build-Measure-Learn Cycle	Case StudyPresentation
	Day 10	Industrial Visit		
Week 3	Day 11	The Market	Traditional and E-commerce Markets; Market Forces: Sellers, Consumers and Competitors; Pricing and Factors Affecting Pricing; Expanding Strategies	Project work: Market Survey
	Day 12	Resource Mobilization	Human, Capital, Financial and Information Resources; Methods of Meeting the financial Requirements	Presentation
	Day 13	The Business Plan	The Utility; Contextual Analysis; Marketing Plan; Production & Operations plan; Human Resources and Legal Plan; Financial Plan	
	Day 14	Review		
	Day 15	Final Essay		

Note: Due to the epidemic situation, industrial visit listed in above schedule is subject to change.

Grading Policy

Method	Percentage
Participation	20%
Case study	30%
Final Essay and Presentation	50%
Total	100%

Academic Honesty

Academic honesty is not only a fundamental part of learning and teaching, but also a core value that this course embraces. Behaviors of academic dishonesty, as outlined hereinafter, are unacceptable and will be penalized:

a) Plagiarism where students present work for assessment, publication or otherwise that is not their own, without appropriate attribution or reference to the original source. Plagiarism can include:
    i) paraphrasing or copying published and unpublished work without a reference;
    ii) adopting the ideas or concepts of others, including the structure of an existing analysis without due acknowledgement by way of reference to the original work or source.

b) Collusion, where students present work as independent work when it has in fact been produced in whole or in part with others unless prior permission for joint or collaborative work has been given by the Course Coordinator. Collusion can include:
    i) a student inappropriately assisting with or accepting assistance with the production of an assessment task;
    ii) submitting work which is the same or substantially similar as another student's work for the same assessment task.

c) Cheating, where a student acts in such a way as to seek to gain unfair advantage or assist another student to do so. Cheating can include:
    i) submitting falsified, copied or improperly obtained data relating to results of practicum, field trips or other work as if they were genuine; submitting an assessment task with the intention of deceiving or misleading the instructor about the student's contribution to the work;
    ii) submitting an assessment task written or answered for the student by another person or which the student has copied from another person;
    iii) submitting the same or a substantially similar piece of work for assessment in two different courses (except in accordance with approved study and assessment schemes);
    iv) a student falsely indicating that they have been present at an activity where attendance is required;
    v) completing an assessment task outside the conditions specified for that task.

d) Cheating in Examinations means engaging in dishonest practice or breaching the rules regarding examinations, which can include:
    i) communicating in any way during an examination with any person who is not an examination supervisor inside or outside the examination venue;
    ii) giving or accepting assistance from any person who is not an examination supervisor whilst in the examination venue;

iii) reading, copying from or otherwise using another student's work in an examination or knowingly allowing a student to do so;
iv) possessing, referring to or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Coordinator;
v) acquiring, or attempting to acquire, possess or distribute examination materials or information without approval;
vi) permitting another person to attend an examination on a student's behalf or attending an examination on behalf of another student;

e) Other dishonest acts including but not limited to:
i) altering or falsifying any document or record for the purposes of gaining academic advantage;
ii) offering or giving money or any item or service to a University staff member or any other person to gain academic advantage for the student or another person;
iii) inventing references.