



北京理工大学国际特色课程

Beijing Institute of Technology Global Courses

MGMT9230 - CORPORATE ENTREPRENEURSHIP: INNOVATION AND STRATEGY

Syllabus

July. 1 - July. 19, 2024

Term Duration: July. 1 - July. 19, 2024

Credit Points: 4

Level: Postgraduate

Instructor Name: TBA

Home Institution: Beijing Institute of Technology

Lecture Hour: 12:30-15:30

Course Description

This course explores creativity and opportunity discovery as significant to innovation, creativity, entrepreneurial thinking, and design. It prepares students with the learning tools and skills required to succeed as entrepreneurs and equips them with the ability to apply these tools in a simulated project by providing an understanding of business concepts, business plans, business development, early market development financing R&D, and new venture development. It also introduces students to the entire process of building a business:

- Recognizing and evaluating potential opportunities.
- Building a team.
- Assembling finances.
- Drawing up a business plan and acquiring the resources necessary to implement these plans.

After accomplishing the course, students will have a profound understanding of innovation and technology in the entrepreneurial process by working in teams, getting inspiration from cases and academic visits, and by hands-on experience tackling the challenges. Ultimately, these experiential exercises will help students integrate and adapt models and tools to various assignments. Class projects and assignments will be staged with learning materials as much as possible to keep students well-structured.

Course Aims:

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

1. describe the business development process;
2. have a profound understanding of theoretical knowledge of innovation processes and methods for practical project management;
3. think critically about the nature of business opportunities and effectively evaluate the potential of new business opportunities;
4. assess the market potential for a new venture and know the characteristics of a successful entrepreneur;
5. critique a plan for implementing entrepreneurial activities;
6. describe the challenges and requirements put on management, board members and shareholders in different development situations;
7. account for how a business plan is used and how it is developed then plan and implement a business development project in a team;
8. gain practical experience and apply these hands-on skills directly to real-world situations in their future career.

Language of Instruction

English

Required Textbook

Entrepreneurship: A Process Perspective, 2th Edition

Author: Robert Baron, Scott Shane

Publisher: Thomson Learning

ISBN: 9780324365580

Other supplemental 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	Innovation, the basic definition and classification; Process of Entrepreneurship; Entrepreneurial Characteristics	Group discussion: The process of entrepreneurship
	Day 2	How to become an Innovator and Entrepreneur: Entrepreneurial Opportunities	Sources of Opportunities; Forms of Opportunity; Knowledge Conditions; Cognitive Foundations of Entrepreneurship	Group discussion: How is new knowledge generated and shared?
	Day 3	How to become an Innovator and Entrepreneur: Assembling the Resources	Human, Capital, Financial and Information Resources; Financial Resources for New Ventures	Case Study: Assembling the Team
	Day 4	The Innovator's Hypothesis	Lean Start up; Value Proposition Canvas	
	Day 5	Business Plan	Components of a Business Plan; Writing an Effective Business Plan	Seminars: Present a business plan
Week 2	Day 6	Business Model & Marketing Strategy	Designing and Validating the Business and Revenue Model	
	Day 7	Business Model & Marketing Strategy	Market Size and Market Growth ; Assessing Customer Preferences; Pricing and Factors Affecting Pricing; Expanding Strategies	Project work: Marketing Campaign Design, Goals, KPIs, Tracking
	Day 8	Business Model & Marketing Strategy	Learn skills for how to become a leader, not a boss	
	Day 9	Business Model & Marketing Strategy	Developing Effective Strategies; Market-Based Modes of Opportunity Development	Case Study: Optimize your business plan
	Day 10	Industrial Visit		
Week 3	Day 11	Legal Issues Relating to New Ventures	The Legal Environment; Intellectual Property	
	Day 12	Legal Issues Relating to New Ventures	Patent your ideas; Learn how to legally protect your Ideas	
	Day 13	Entrepreneurial Finance	Investors and other stakeholders; Venture Valuation and Funding	Presentation: The optimization of equity structure
	Day 14	Review		
	Day 15	Final Essay		

Note: Students will be notified if the schedule of the field trip changes according to the situation.

Grading Policy

Method	Percentage
Participation	10%
Mid-term Presentation	40%
Individual-based Essay	50%
Total	100%

Participation: Students are expected to attend all course sessions punctually. Absences will impact the attendance grade. We will have some case studies, topic discussion and group discussion in class and the performance will be considered as partial attendance points or bonus.

Mid-term Presentation: The topic is about innovation and entrepreneurship, you can select an entrepreneur or a company as the case sample, or you can do a multiple cases study. Each presentation should last between 5 to 10 minutes.

Individual-based Essay: Select one company/entrepreneur which you think is proper for illustrating innovation and entrepreneurship. Try to finish the essay follow 5-step academic paper writing skills.

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.