



# 20186020

## Innovation and Entrepreneurship with a Global Vision

<b>Course Code</b>	20186020	<b>Course Name</b>	Innovation and Entrepreneurship with a Global Vision
<b>Course Type</b>	General Studies	<b>Prerequisite</b>	N/A
<b>Instructor</b>	TBA	<b>Other Teachers</b>	TBA
<b>Total Hours</b>	48 Teaching Hours	+ Self Study Hours	

### Learning Objective

By the end of this course you should be able to:

- Apply critical thinking and problem-solving skills to case studies and different scenarios.
- Identify the types of entrepreneurs and outline the different characteristics which distinguish each type of entrepreneur.
- Describe the methods of identifying, evaluating and implementing business opportunities.
- Effectively and articulately pitch a business idea in a professional manner.
- Discuss the potential threats to new ventures and outline ways entrepreneurs or founders are able to reduce the risk of threats.
- Correctly identify the appropriate business structure and model based on factual scenarios.
- Understand the significance of upholding corporate social responsibility and ethical standards for startups.
- Develop an understanding of the different global trends which shape the way new ventures attract funding and customers.



- Describe issues arising from importation and exportation through taking on a global perspective.
- Understand the cultural and communication disparities between different country or regions.

## Course Description

This course introduces the primary elements essential towards successfully commercialising new ideas and innovations in a global context. Insights are given on the opportunities and challenges which arises for entrepreneurs due to the changes in the global market structure. Students will be taught to identify, evaluate and implement business opportunities, which includes ways they can professionally articulate their ideas in an effective manner to prospective investors and clients. Critical and analytical skills necessary for identifying and making use of these business opportunities will also be explored. Throughout the course, students are given scenarios of the common issues faced by new ventures and they will be required to apply their problem-solving skills and knowledge acquired in the course to resolve these problems. This will help them understand the different aspects of building a new startup and what is required to successfully bring products onto the global market. Students are exposed to both the managerial and analytical aspects of new ventures as well as the different sectors across the global economy with both factual and fictional scenarios.

## Summary of Course delivery

This course has a total of 48 teaching hours and includes a compulsory field trip.

The table below summarises the delivery method for this course.

Lectures	Guest Speakers	Seminars	Group Activities	Field Trip(s)
√	√		√	√
Tutorials	Projects	Pitch(es)	Presentations	Others
√			√	



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## Topics and Course Schedule (TBC)

### 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 Startup 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

Topics	Description	Activities
<b>The entrepreneurial revolution: changing the world through innovation</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
<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 formation



<p><b>Business planning and learning to create a sustainable competitive advantage;</b></p>	<p>Global value chains; Writing and presenting effective business plans; Finding and sourcing the right resources; Making effective use of resources in optimising efficiency;</p>	<p>Lecture; Find a mentor in YES•ZJU by email;</p>
<p><b>Lean Start-up methodology</b></p>	<p>Customer Discovery &amp; Business Model Canvas; Business Model Validation; Minimum Viable Product and Quantitative Validation</p>	<p>Lecture; Case Studies; Group discussion</p>
<p><b>Resource requirements</b> <b>Entrepreneurial finance</b></p>	<p>Finding Investors and dealing with other key stakeholders; venture capital, IPO, FDI, SIV and the financial markets</p>	<p>Seminars; Case Studies; Group discussion</p>
<p><b>How to Pitch your Venture</b></p>	<p>Pitching your idea to investors</p>	<p>Lecture; Case Studies; Group discussion</p>
<p><b>The entrepreneurial leader and the team</b> <b>Partnering and marketing</b></p>	<p>Organisational architecture and entrepreneurial leadership; Sourcing and outsourcing; Marketing and Branding; International market entry process</p>	<p>Lecture; Business pitch (10%)</p>
<p><b>Clusters and innovation networks</b></p>	<p>Clusters Introduce Innovation &amp; Entrepreneurship Centres in China and Worldwide</p>	<p>Field trips: Visit YES•ZJU; Seminars; Meet with mentors in person</p>



<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%)
<b>International Entrepreneurship and Ethics</b>	Entrepreneurship in Global markets; Ethics and corporate social responsibility	Lecture; Report submission (20%); Peer Evaluation (20%)

### **Assessments**

Assessments in this course include:

Class participation (individual)	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 the individual and team business pitch.

#### 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. Under no circumstances will extensions be granted for work or any other commitments. A request for an extension must formally be 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.

### **Reference Books**



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.